

Marketing Executive

Location: UK
Role Type: Permanent – full time
Job location: Rickmansworth (Primary) & London Offices, plus travel to client sites

About Sagacity

Sagacity Solutions launched in August 2005 offering consulting solutions to large blue-chip organisations within the mobile telecommunications sector in the UK.

Over the last 10 years Sagacity has evolved into a specialist data solutions provider owning and solving complex technical and business change initiatives in a practical and hands-on way. Our industry expertise has grown to include utilities and financial services and we now have experience in a range of different geographies including Ireland, Poland, India, Turkey and Australia.

Sagacity's specialist data solutions have been developed as part of our QTOX® Software Range which comprises of 3 key components; Data Quality, Revenue Assurance and Customer Value Management. Our data solutions are delivered through a combination of QTOX® software and Sagacity's business delivery capabilities to provide our clients with bespoke solutions to address their specific business needs.

Our unique product and service offering is portable across a wide range of industries, business sectors and both established and emerging markets.

Responsibilities

You will be a flexible and self-motivated individual with strong, demonstrable experience, of working in a similar Marketing function.

Principal responsibilities will involve:

- Working with the Business Development and Delivery Teams to define and agree Annual Marketing Plans
- Leading the development and delivery of Sagacity's marketing campaigns to promote brand awareness
- Work with the Business Development Team to create and implement campaigns for specific products, business sectors and geographies ensuring full cohesive plans are defined, agreed and executed
- Producing marketing and e-marketing literature for internal and third party use e.g. brochures, posters and flyers
- Management, and working with external agencies to develop and deliver marketing videos and content
- Implementing Sagacity's Press and PR Strategy including co-ordination of events, sponsorship opportunities etc.
- Implementing Sagacity's on-line / digital media strategy
- Ensuring the Sagacity website is pro-actively managed and maintained

- Coordination and maintenance of all social media channels, analysing performance of each account and posted content and increasing followers
- Ensuring all content is created in compliance with applicable laws e.g. copyright and data protection / GDPR etc.
- Design and delivery of internal and external marketing presentations
- Ensure brand consistency and compliance with brand guidelines and tone of voice for both internal and externally facing collateral
- Conduct research to enhance material and knowledge, and to support opportunities
- Working with clients and partners to develop case studies, references and testimonials
- Maintaining and updating the marketing database and measuring marketing campaigns
- Attending and organising exhibitions, sales and promotional events
- Proof reading all company print and digital material and internal communications
- Management of the company's literature library and photograph catalogue

Requirements

Competencies:

You will have excellent communication, planning, prioritisation and organisational skills. You will demonstrate strong commercial awareness, which promotes and protects the interests of both Sagacity and our clients alike. Key competencies and requirements include:

- Excellent eye for design / creative ability
- Excellent copywriting skills
- Excellent planning and reporting
- Clear and transparent communication
- Delivery and deadline driven
- Client relationship management
- Logical and structured approach
- Critical thinking and problem solving
- Decision-making
- Team player, approachable, likeable
- Trustworthy
- Adaptability
- Accountability, effectiveness
- Stress tolerance
- Presentable, professional, punctual
- Flexible to work across two locations

Education, Training & Experience

You will have worked in a similar role for a minimum of 5 years and/or hold an advanced CIM qualification.

You will have developed strong organisation and planning skills, ideally, within a marketing team.

You will have advanced MS Office skills including MS Word, Outlook and Powerpoint and be comfortable in the use of other office packages e.g. Excel.

Experience working within a larger Company would be of interest, but you should also be able to adapt to working in a small team, where priorities can change rapidly and where the Company is developing new processes and procedures to bring greater structure and operational rigour.

You must have excellent communication skills, both written and oral, and be very comfortable interacting with all people at all levels across the Sagacity team and with our Client contacts.

People at Sagacity

Success in any business is ultimately about its people; their skills, personality, attitude, qualities, dedication and enthusiasm. We recognise the value of our people and their commitment to working together as a team, but equally between ourselves and our clients.

Our consultants are often personally recommended and undergo rigorous screening to ensure they share the qualities that are integral to our business. They naturally have an outstanding level of skill in their areas of expertise, many with significant operational experience within our key industry sectors.

At Sagacity we:

- believe working with our clients, in collaboration, delivers better results
- coach & mentor our clients' teams so our solutions live on after our assignment ends
- believe in delivering benefits as we go along

If you would like to join a unique working environment, with a sociable culture, where work is done a little bit differently – and we believe '*better*' - then we look forward to hearing from you!