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| **Job Description – Barnes Commercial Insurance Broker** | |
| **Job title** | **Senior Marketing Executive** |
| **Salary** | £30k (approx.) depends upon experience |
| **Main purpose of the role** | Work within Barnes Commercial Insurance Broker, and reporting into the Commercial Director, you will create an exciting mix of marketing activities designed to develop our brand, increase client awareness of our products and supercharge the Account Executive sales force. Using your commercial and consumer experience and digital marketing know-how, you’ll be an integral part of a strategic, creative and results-driven business that truly makes a difference to our clients and potential clients of the future. |
| **Department** | Commercial (Barnes Commercial Insurance Broker) |
| **Working hours** | Full time, Monday to Friday, 9am to 5pm |
| **Direct reports** | None |
| **Key responsibilities and deliverables** | Delivery of full mix marketing activity, you will:   * Develop and execute a marketing plan to maximise Barnes Commercial Insurance Broker reach in our given sectors * Work to rewrite our existing website as a priority and then manage it’s content and changes going forward * Develop emails and letters, brochures to promote Barnes and the sectors we work with, social media campaigns, ultimately ensuring documentation that goes out is right for our clients * Create the tone of our scripts, analyse conversions, maximise data sources, improve google rankings and searches * Share in designing and delivering a range of campaigns that drive brand awareness, engagement and, ultimately, profit * Collect marketing channel and campaign data, and analyse for Return On Investment and insights, to regularly report to the board and inform future activities * Be a brand ambassador, by developing and protecting the brand within our business, our partners and our suppliers * Be a Barnes product expert, knowing the features, benefits and sales angles of each like the back of your hand * Become the business’ digital star, applying your skills and enthusiasm to website CMS, SEO, PPC, advertising and more * Contribute to building the brand reputation externally, supporting relevant PR agencies to achieve regular press coverage and brand exposure * Help to plan and deliver engaging and provocative social media content * Help to manage all external supplier relationships with integrity, professionalism and clear communication * Keep abreast of industry and sector news and developments, making suggestions for innovation across the full marketing mix * Engage in regular training and learning opportunities to continually develop your skills and experience |
| **Other responsibilities** | * Other duties and responsibilities may be set by the Commercial and/or Managing Director |
| **Key skills & experience** | * Management of full marketing mix * Ability to write copy for website and communications and to work with external partners * Interest and experience in digital marketing * Creative abilities, whether through writing, graphic design, photography, video production or another relevant creative skill * Excellent verbal and written communication skills at all levels * Ability to analyse data * Capable of planning and multi-tasking * Accuracy and attention to detail in all aspects * Computer literacy in the standard Microsoft programs, and ideally also the Adobe Creative suite * Strong administrative skills |
| **Behaviours** | * Demonstrate the Barnes Values and work towards the Barnes Vision and Mission in all that you do * Represent the Marketing department with a respectful, professional and can-do attitude * Think commercially, always bringing activity back to whether it supercharges the salesforce * A self-starter with the ability to juggle many priorities and pressures, while delivering on various deadlines * Personable and confident, and able to get on with colleagues in all teams Keen to learn and ambitious to progress * Approach a fast-paced environment with positivity, team spirit and a determination to succeed |
| **Essential qualifications and background** | * Degree-level educated * One to two years’ experience in a commercial and/or consumer marketing role * Digital marketing experience |
| **Desirable qualifications and background** | * Marketing-related training and/or qualifications * Experience in the insurance industry |
| **Date of preparation** | June 2020 (Nick Long; Version 3) |
| **Date revised** |  |