

## JOB DESCRIPTION

**Job Title:** Marketing Executive  
**Reporting to:** Head of Communications and Engagement

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### Job Purpose

#### **“The world of marketing is all about relationships”**

The Senior Management Team at Julius Rutherford & Co Ltd have clearly identified the best way to grow JR&Co is through referrals to like-minded business.

JR&Co are in need of a suitably experienced Marketing Executive to implement this strategy.

Our greatest assets are our existing client base, and in particular the client “individuals” within the organisations we clean.

All those client individuals have “relationships” with prospect individuals, even if that “relationship” is not currently apparent.

These “relationships” take the form of:

Direct; many of our client’s organisations are part of larger organisations

Locality; all of our clients are surrounded by other buildings we could clean

Associate; Similar organisations are reassured by similar client base, (Private Schools, Lawyers, Banks, Museums, Public Private Spaces)

Career; when our client individuals leave their existing organisations and move to new organisations, (eg World First).

### Scope

You will need to observe and monitor the whole company’s interaction with our client base to ensure that trigger points are recognised and acted on by Operations, Customer Service and support staff.

Trigger Points include:

- Contract Annual Reviews
- Praise from existing clients, including CSCs Audit Scores, Emails and Conversations.
- Clients leaving organisations
- Contract Awards
- Building Works

## **Training**

The Operations, Customer Service and Support Services staff need to be constantly reminded and encouraged to recognise trigger points.

Currently we are focussing on management, but longer term there is no reason why all staff should not be part of this referral campaign.

Training and re-training is needed so all trigger points are brought to your attention.

## **Research**

Using CoStar and LinkedIn the existing Goldmine Data base needs to be carefully managed and improved to ensure we have a full data base of current prospect individuals.

Our communication channels should be totally targeted at an individual level. We should know exactly who we want to be talking to.

## **Communications**

Once good news is harvested this will set in motion a series of communications to spread the word, including

Press Releases; Emails, using Intelliclik; Mail Outs; News/Newsletters; Blog; Twitter; targeted advertising, eg LinkedIn.

## **Analysis**

All your analysis skills will be needed to clearly identify successful marketing strategies, this analysis will be used to inform Directors of where resources should be pulled or increased.

## **Minimum Qualifications**

Ideally, the Marketing Executive will hold a relevant Bachelor's Degree in Marketing or Business Administration. This role will suit a first or second job marketing graduate with a desire to make their mark in this important position by helping us to stand out in this multiple billion pound marketplace.

## **Person Specification**

As a key representative of Julius Rutherford, the Marketing Executive will be dealing directly with client prospects, as well as media contacts, suppliers, staff and members of the general public. Using the skills gained during their degree education, they will need to deal with all company contacts in a courteous and professional manner.

The Marketing Executive will also need to be:

- Proactive with an enquiring mind
- Completely computer literate
- Able to efficiently use a CRM database system (Goldmine Professional)
- Experienced / knowledgeable on managing, implementing and tracking email marketing campaigns
- Highly organised with great attention to detail
- Able to work well under pressure
- Passionate about wanting to exceed client expectations