

## Marketing Executive

Location	Hybrid: home and Westminster office. Possibility for remote working
Reports to	Chief Marketing Officer
Tenure	Permanent, 5 days a week
Salary	£26,000 to £30,000 depending on experience
Start date	As soon as possible
Closing date	Friday 18 March; rolling recruitment if no suitable candidate is found

### About the role

We're seeking a talented Marketing Executive to play an important role in the growth of the business, and help to deliver the company's marketing activities.

We are looking for a marketing generalist who is familiar with traditional marketing and digital channels. Working directly with the Chief Marketing Officer (CMO) you will clearly understand the role marketing plays in raising our brand profile and generating sales leads.

Your day to day activities will be varied and stimulating. You could be working on editing blog posts, writing newsletters, executing email marketing campaigns, creating graphics for presentations, interviewing clients for case studies, editing the website, posting on social media and running webinars and events.

You'll use your marketing skills, energy, personality and drive to reach frontline advisers and decision makers in local authorities, housing associations and advice agencies with relevant messages. You'll deliver tactical activity throughout the marketing funnel, from attracting prospects to nurturing them into marketing qualified leads for your sales team colleagues.

### How to apply

Please send your CV and a covering letter that clearly outlines your suitability and interest in the position to [jobs@policyinpractice.co.uk](mailto:jobs@policyinpractice.co.uk) by Friday 18 March at 17.30.

## **Job description**

You will bring your marketing skills, passion and a willingness to learn about social policy to help ensure our highly respected policy analysis is communicated effectively. This may include creating compelling messages for our marketing activity.

We want someone who excels at communication so you'll have brilliant written, verbal and listening skills. You'll have great judgement and you'll be confident and comfortable working with colleagues across remote locations, and able to work collaboratively in a fast paced and creative team. You will need to balance priorities and manage your own workload effectively.

Your main remit will be to help deliver an effective marketing strategy that creates competitive advantage and maximizes sales, strengthening our brand reputation across the UK.

You will be highly organised with strong project management skills. You'll have impeccable attention to detail and be a tenacious completer-finisher of tasks.

### **Key responsibilities will include:**

- Work with Chief Marketing Officer to build strong marketing messages
- Lead on the LIFT platform marketing strategy. Liaise with other owners of the LIFT platform across the company to promote the product to prospective clients and work on client retention of LIFT customers
- Lead on client retention goal within the marketing team which includes creating client training documents, putting clients forward for awards and sharing their success stories
- Lead our event marketing activities throughout the year. This will include pitching policy colleagues as guest speakers, all event management logistics, putting together event marketing collateral, briefing colleagues before the event, setting up the stand at the event, wash up activity after the event
- Create digital content such as newsletters, blog posts, whitepapers, case studies and content for social media and distribute through our channels
- Help manage the company website and email marketing database
- Proactively drive media engagement. This will include sourcing, drafting and pitching news stories to gain media coverage and reach our target audience via media channels
- Provide professional communications advice and support to colleagues, eg creating infographics for presentations, drafting emails, drafting formal letters.
- Other marketing activities as directed by the CMO

## The ideal candidate

Essential skills and experience	Desirable skills and experience
<ul style="list-style-type: none"><li>● Excellent writing and communication skills</li><li>● Undergraduate degree in relevant subject</li><li>● Strong commercial outlook; results driven</li><li>● Ability to learn quickly and absorb, distill and communicate complex information</li><li>● A genuine “do-er”, someone who takes ownership and makes things happen</li><li>● Organised with excellent attention to detail</li><li>● Desire to work in a business with a social purpose</li><li>● Highly IT literate</li><li>● A self-starter with the ability to stay motivated and work independently, alongside the ability to work effectively as part of a team</li><li>● Creative and design literate, or a desire to learn</li><li>● Able to foster good working relationships both internally and externally</li></ul>	<ul style="list-style-type: none"><li>● Social policy knowledge and passion or desire to learn</li><li>● Results-driven and proven experience generating MQLs</li><li>● Post graduate marketing qualification</li><li>● Experience developing and executing successful B2B marketing strategies</li><li>● Hands-on digital and social media experience</li><li>● Practical SEO experience and knowledge</li></ul>

## Key benefits

- Annual holiday entitlement of 25 days in addition to public holidays
- We operate a hybrid office structure with most staff splitting their time between home and office working in our lovely office, which is in a prime Westminster location. Remote working is also available
- Annual salary reviews
- Competitive pension scheme contribution
- Opportunities for flexible working arrangements
- Opportunities to attend industry conferences, travel and training events
- Great Christmas parties and away days, regular in-person social events (Covid-19 permitting)
- Friendly colleagues and great company culture

Policy in Practice believes in the power of data and technology to change lives.

*We are a team of policy experts who deliver data driven insight, products and services to the financial well-being sector. We empower people to make better decisions and take action that builds financial independence.*

We believe the government policy can work more effectively and help people towards greater independence.

Government policy is complicated, confusing and ever changing. This makes areas like the welfare system difficult to understand, to communicate and administer. We simplify the welfare system for individuals and organisations. We help people understand how government policy affects them so that they can make decisions. Local authorities use our analytics to see how individual households are affected by the combination of national and local policy changes, now and in the future. Our powerful tech engine models how the policies of different government departments affect thousands of families on low incomes. We use a scientific approach to data visualisation to drill down to identify individual households most in need, show organisations where they should focus support programmes and help them track the effectiveness of their support.

We support over 80 organisations to improve the future for many people across the country. We can track the living standards of over two million households, 1 in 8 of those who use the welfare system, via anonymised data sets. We were founded by one of the architects of Universal Credit and our analysis is widely covered in the national press and media.

Our mission is to reduce poverty which we do through our:

- [Benefit and Budgeting Calculator](#) which gives personal benefits and budgeting support, helping people to grow their financial resilience without needing to be a benefits expert
- [Data analytics](#) services which help councils target resources more accurately, spend money more effectively and meet their statutory obligations
- [Council Tax support scheme modelling](#) which helps councils to design the best support scheme they can to meet their local priorities

We strive to reach every low-income household to bring positive change to people's lives, now and in the future. We can only do this through our continued growth and development, and by recruiting the best people, so that we have the biggest influence on the impact of policies.