

Job Title	Marketing Executive
Reports To	Head of Marketing
Job Purpose	To ensure that Entanet’s positioning in the UK connectivity market remains significant; through the ongoing development, execution and maintenance of planned, continuous and bespoke activities. To collaborate within the Entanet Marketing team so that Company, departmental and individual objectives are met. To engage with and support Entanet’s channel partners on creating and running full fibre focused marketing campaigns in specific cities/regions.

Key Responsibilities:

<p>Contribute to online marketing activities including emails, landing pages and download/view collateral, creating new content and using Entanet’s marketing automation platform (Pardot).</p> <p>Contribute to the creation of supporting campaign and standalone marketing collateral (e.g. brochures, eBooks, SlideShares, price lists) including content where required.</p> <p>Contribute to online customer communication activities including partner update and newsletter emails and associated online assets.</p> <p>Contribute to, and lead where required, marketing events to support business development. Including but not limited to sponsored conferences, channel trade exhibitions, customer hospitality, partner roadshows and seminars/webinars. To cover all aspects of Entanet’s participation including but not limited to theme; display materials; equipment; collateral; staffing; travel/delivery logistics; lead collection, dissemination and follow-up; PR; accommodation.</p> <p>Contribute marketing knowledge and logic to existing and new business development initiatives alongside internal and external contacts, including but not limited to the company’s Target Partner Programme and initiatives to launch new services/products.</p> <p>Provide where required input to market research tasks.</p> <p>Provide/contribute to regular marketing activity and performance reporting.</p> <p>Contribute to the cultural development of Entanet, including but not limited to involvement in promotion/management of events, acquisition of merchandise and internal communications.</p> <p>Create Purchase Orders as required; receive and process invoices to ensure they are correct, paid and within allocated budget; and maintain an accurate record of marketing spend month-to-month.</p>
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Under the direction of the Head of Marketing, engage with multiple channel partners to help coordinate marketing activities that support Entanet’s full fibre growth targets, within budget and deadlines.

Collate internal information for press releases and partner communications, liaising internally and with PR agency as appropriate. Draft and issue agreed press releases and opinion blog articles.

Liaise with editorial contacts to maintain a schedule of features, identify contributory opportunities and submit approved copy to deadlines. Track press coverage and maintain a press coverage portfolio.

Coordinate submissions to industry awards programmes, creating content and issuing agreed entries to deadlines. Coordinate appropriate associated PR.

Contribute to the Company’s process of measuring existing customer satisfaction.

Contribute to/lead as required on the creation of content for literature, proofreading and design, liaising with internal staff/external agencies to coordinate production.

Monitor marketing material stocks and arrange reprints as necessary.

Source and maintain promotional item stock.

Person Specification

Requirements	Essential	Desirable
Education	Good standard of qualifications reflecting strong communications skills incl. English	Specific marketing qualification e.g. CIM diploma, Degree
Knowledge	Marketing  Adobe InDesign, Photoshop and Illustrator (Creative Cloud)	Pardot and Salesforce
Experience	Copywriting Event organisation Social media	Research

	Online & offline marketing	
Skills	Excellent written English. Skills reflecting experience & knowledge above	
Personal Qualities	Creative Attention to detail Self-organised	
Other Requirements (e.g. Driving Licence)	Car owner/good transport into work	