# Bright Senior Marketing and Communications Executive

**About You**

You will thrive in an agile thinking marketing consultancy environment demonstrating quick reactions, high levels of professionalism, creativity and attention to detail. The role includes a diverse range of marketing and communication activities - supporting both external marketing and internal communication campaigns, digital & social media management, running events, writing copy and reporting on success.

With at least two years’ experience, you should have a keen interest in B2B marketing, communications and demand generation – with a focus on delivering results. You will be willing to roll your sleeves up and have a go at all elements of the marketing and communication mix.

**About Us**

Bright is a consultancy at the sharp end of B2B marketing and communications. We create and deliver exciting marketing and change communications projects with a focus on continual improvement and results. We are a team of smart engagement specialists focused on delivering great campaigns that drive business outcomes for our clients.

Our clients range from the very big to the very small amongst a variety of industries with technology as the common denominator. A team of 14 based in Borough we are committed to delivering high quality work to our clients and get our kicks from seeing our clients succeed. We are a close-knit team with a commitment to excellence and a passion for good food and lively debates!

## Expected skills

* Strong writing skills
* Project management skills
* Excellent proof-reading skills / attention to detail
* Microsoft Office (Outlook, Teams, SharePoint, Word, Excel & PowerPoint)
* Timeliness and accuracy of delivery
* Ability to collect, collate and update data accurately
* Management of digital marketing campaigns from creation through to delivery and reporting
* Effective client management
* Common sense, ability to approach all tasks with enthusiasm, process driven

## Responsibilities

Marketing and Communications delivery:

* Professional delivery of campaigns and communications throughout the campaign lifecycle including creative input into plans, activities and assets
* Understanding project objectives and ownership of metrics where appropriate
* Demonstrating good project management discipline including flagging issues and risks to the project leader in a timely fashion and strong communication skills with the Bright team and the client
* Working effectively with suppliers to ensure work is high quality and is delivered on time and on budget
* Ensuring that we are using systems effectively and proactively suggesting new ways of working.  Ensuring all work is completed to a high standard and client ready

Reporting & demonstrating success

* Primary responsibility for delivering reporting and handling administration across accounts
* Demonstrating our value by reporting status as well as analysis, interpretation and presentation of results
* Assess the effectiveness of projects and campaigns - making changes and improvements where necessary

Representing Bright

* Representing Bright professionally and ensuring that you are operating as a brand ambassador at all times
* Setting an example to more junior team members in terms of attitude, approach, professionalism and standards

It will be a bonus but not essential if you have:

* Marketing tools experience (Mail Chimp, SalesForce/ CRM, Hootsuite, Google Analytics etc.)
* A good understanding of (and active interest in) the technology and consultancy space
* Some experience working in an agency or consulting environment

**Benefits**

* 25 days holiday (exclusive of bank holidays)
* Pension contribution
* Discretionary bonus based on company and individual performance