

## **Job Description**

**Position:** Marketing Executive

**Department:** Marketing

**Reporting to:** Marketing Partner

### **1.0 Background**

The Marketing Executive will be tasked with the smooth running of the Marketing function within the businesses of Moore Stephens Isle of Man and Moore Stephens Gibraltar (both referred to as MS), member firms of Moore Global.

### **2.0 Reporting and principal responsibility**

Reporting to the Marketing Partner, the primary objective of the Marketing Executive is to be responsible for marketing matters for MS including advertising press, social media and managing relationships with influential groups associated with the firm's marketing activities.

### **3.0 Salary and working hours.**

Salary is commensurate with experience, and the hours are full-time, 9:00am to 5:15pm Monday to Friday.

### **4.0 Key Tasks**

- Liaise with the Marketing Partner on editorial pieces;
- Manage the marketing helpdesk;
- Coordinate the progression of materials and content through the firm's approval process;
- Manage the production and inventory of branded stationery (including business cards) and branded items;
- Develop and maintain relationships with press, external designers, advertisers and printers;
- Maintain MS's websites and liaising with our external consultant Arts Interactive (AI) as needed;
- Identifying PR and social media opportunities;
- Manage digital marketing;
- Manage social media including sourcing and organising original and curated content;
- Manage production of internal forms and proposals;
- Provide marketing induction of new staff members;
- Implement and police adherence to Moore Global's visual identity guidelines;
- Manage internal marketing and communications;
- Arrange photographs for PR and staff profiles.

**Other duties**

- Be familiar with the services provided by MS and Moore Stephens Global;
- Understand MS's policies and procedures and adhere to them in daily working practice;
- Be working towards or considering a qualification in marketing;

**5.0 Key Skills**

- At least 3 years' experience within the marketing industry;
- A good understanding of marketing and its function;
- Faultless attention to detail with excellent proof-reading skills;
- Ability to communicate effectively;
- Have project management, organisational and/or time management skills;
- Expert at Word, Excel and Powerpoint;
- Knowledge of InDesign and Photoshop;
- Proficient in marketing via social media.

**6.0 Key Attributes**

- A professional, confident and "can do" attitude accepting responsibility;
- Approachable with excellent interpersonal skills;
- Self-motivated and proactive;
- Customer-focused and service-orientated; and
- Able to work on own initiative.