

Job Title : Marketing Executive

Location : London

Salary : £20-30k, depending on experience



Company Description : Captive Media has developed a unique advertising platform for marketing to millennial men, and rolled it out to a UK network reaching 500,000 per month. The platform guarantees men's engagement when they are hardest to reach - out socialising. Here is [how it works](#) and the customer reactions it creates.

The company has completed three rounds of investment totalling £1.5m, recently tripled its UK bar network, and plans to expand it another 5-fold. By partnering with Resellers, it has also established a presence in 12 other countries, where it will expand its business via a franchise model. It aims to grow turnover to £5m in 3-4 years, increasing valuation x10.

Role

This is a broad role in an exciting and well-funded start-up that will allow a marketing executive to develop their own ideas and manage multiple B2B campaigns. The marketing executive will assist the CMO in carrying out all Captive Media's marketing activity, with a focus on lead generation.

They will be responsible for management of the website, including a major overhaul. They will also manage frequent email campaigns, including monthly newsletters and outbound mailers. In addition, they will be responsible for day-to-day social media activity - focusing on Twitter & LinkedIn.

The role will require the marketing executive to create multiple forms of marketing content / collateral, including blogs, case studies, and presentations, as well as the occasional infographic and video. Other activities include writing award applications, organising and attending trade events, and carrying out competitor and press reviews for new leads.

Skills	Useful Experience
<ul style="list-style-type: none">● Highly numerate and articulate● Excellent written english● Self-reliant● Commercially focused● Management of mail lists eg from Salesforce, Brad Insight/Alf	<ul style="list-style-type: none">● Wordpress HTML and CSS● Mailchimp● Survey Monkey● Google Analytics● SEO & PPC● Social Media● Photoshop (desirable)● iMovie (desirable)● Working knowledge of Google Docs, Skype, Salesforce

Itemised role summary

Marketing	Developing and managing inbound and outbound marketing campaigns. Specifically management of mailing lists, design of outbound comms, management of sending and tracking of response, using tools such as Mailchimp
	Running social media accounts: Twitter, Facebook, postal and outbound marketing
	Planning and organising Captive Media's entry for awards – and occasional events
Sales support	Lead identification through regular competitor review
	Development and maintenance of sales collateral (decks, presentations and case studies, 'hooks' and 'offers' for agencies and brands: eg World Cup Pack, or Forthcoming Events Pack
	First level Lead Qualification -> Appointment setting
Media	Preparing video content for on-screen ads
	Managing video case study production, including supervising filming in bars and editing
	Producing suitable campaign reports for ad clients
	Mastering & running the Broadsign scheduling software
Operations	Visiting our venues – or potential new venues to survey them, gather EPOS or liaise with the venue owners
	From time to time, conducting interviews with young consumers in a bar environment
	Coordination of Tradeshow activities (from time to time)
Other	Web-site maintenance and updating, traffic analysis,
	[potentially] Web-site redesign