

## Job Description

Job Title: **Marketing Executive**  
Company: **Commercial Trust Limited**  
Location: **Norwich**  
Reports to: **Marketing Manager**



### Main Purpose of Job

You will be responsible for planning, implementing, optimising and reporting on the company's marketing activity.

You will promote and spread awareness of Commercial Trust Limited's ("the Company") broker service via a range of marketing channels, with a strong focus on digital disciplines (Paid search, email, SEO).

You will create new and innovative marketing strategies which strengthen the market position of the Company.

Experience in all aspects of the role are not essential, but a willingness to learn them is essential.

### Primary Responsibilities

- Develop and optimise marketing initiatives to drive client acquisition
- Implement / analyse / and optimise paid search marketing activities
- Implement and execute email campaigns to drive new and repeat business enquiries
- Analyse and report on marketing channel performance
- Plan and execute marketing campaigns
- Use industry tools (e.g. Google Adwords, Google Analytics) to monitor and improve the PPC performance of the website
- Plan, implement and optimise paid search campaigns across a range of platforms (e.g. Adwords, Bing, Facebook, LinkedIn) to achieve cost effective new business enquiries
- Review new technologies and keep the Company at the forefront of developments in digital marketing
- Write content for the Company marketing campaigns (paid search adverts, email content, website content)
- Advise on new market trends
- Be able to receive constructive criticism and feedback and respond as required

### Key Competencies – Skills, Capabilities and Behaviours

|                               |                                    |  |
|-------------------------------|------------------------------------|--|
| <b>Business Effectiveness</b> | Regulation / Legislation Awareness | Knowledge of the financial services environment  |
|                               | Product / Market Understanding     | Understanding of buy to let and commercial mortgages, bridging loans and associated products |
|                               | Supplier / Partner Relationships   | Building and maintaining relationships with internal and external clients                    |

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|                                 |                                    |   |
|---------------------------------|------------------------------------|---|
|                                 | Business Generation                | Deliver effective marketing campaigns which meet the capacity and cost KPIs of the Company  |
| <b>Management Effectiveness</b> | Strategy and Planning              | Manage multiple projects at the same time, work effectively and autonomously. Apply strategic thinking and careful planning to every project.   |
|                                 | Organising and Resourcing          | Methodological approach, close attention to detail with the ability to look through the obvious to spot the anomaly. Highly organised   |
|                                 | Decision Making                    | Make clear, reasonable and informed decisions at all times  |
|                                 | Execution and delivery             | Excellent written and verbal communication abilities  |
|                                 | Administration and Reporting       | Experience of using a variety of relevant industry tools to inform work to achieve cost per acquisition targets and volume of new business enquiries  |
| <b>Leadership Effectiveness</b> | Self-Management and Control        | Self-motivated with the ability to work effectively independently to ensure business and individual objectives are met  |
|                                 | Relationships and Team-working     | Communicate professionally, politely and effectively with your peers and internal and external clients  |
|                                 | Communications and Influence       | Ability to analyse data and collate findings and recommendations into a concise and coherent report   |
| <b>Change Effectiveness</b>     | Innovation and Creativity          | Lateral approach to challenges with the ability to find other routes to a solution  |
|                                 | Initiative / Project Management    | Ability to effectively prioritise tasks according to business objectives. Ability to use initiative to problem solve when unforeseen challenges arise.  |
|                                 | Risk Identification and Mitigation | Understand the risks associated with marketing malpractice, FCA non-compliance, handling of client and company data and uphold appropriate conduct and work practices to rigorously protect the business and its clients. |
|                                 | Continuous Improvement             | Monitor changes in marketing practices with special focus upon PPC techniques. Test and learn from the optimisation and results of every campaign.  |

### Specific Accountabilities – Main criteria used to assess success of the job holder

| Delivery | KPI / Metrics | Explanation |
|----------|---------------|-------------|
|----------|---------------|-------------|

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|                       |  |   |
|-----------------------|--|---|
| Marketing Performance | Lead volume and cost per acquisition           | To deliver relevant new business enquiries via a range of marketing channels at the target volume and within the target cost per acquisition required by the business |
| Website Performance   | Search ranking, usability and conversion rate  | To gain positive and relevant exposure for the Company website. To enhance the website user journey. To increase conversion to enquiry                                |
| Commercial Success    | Lead generation                                | To positively contribute to the success of the Company through client generation  |
| Corporate Governance  | Adhering to stipulated policies and procedures | To perform duties in line with stipulated policies and ensure adherence to compliance requirements<br>Training will be provided                                       |

### **Know How** – Specific Education / Professional Expertise required to do the job effectively

|                             |  |
|-----------------------------|--|
| Educational Qualifications  | We are looking for someone who has:<br>Marketing qualification (e.g. Chartered Institute of Marketing) and/or<br>Relevant degree   |
| Professional Qualifications | AdWords Certified qualifications advantageous, but not essential   |
| Job Training / Experience   | We are looking for someone who has one or more of the following:<br>A foundation in Google ads<br>A foundation in email marketing<br>A foundation in digital marketing<br><br>Who is seeking a career in marketing |