



PERSON SPECIFICATION

Graduate with a minimum of 2 years experience in marketing administration
Proficient in Microsoft Office 2007 Excel, Word and PowerPoint and ideally a CRM system
Excellent communicator
Ability to work well within a team
Capable of working to objectives and deadlines
Confident telephone manner and ability to deal with clients and business contacts at all levels
Energetic, friendly, highly motivated
Key account management experience an advantage
Working and active fluency in more than one language is preferable

Salary: £20-25k

Closing date: Friday 19th March 2010

JOB DESCRIPTION

Job Title: Marketing and Communications Executive

Department: Market Intelligence

Location: Bath office

Reporting to: Market Intelligence Director

Responsible for: coordinating, formulating and executing marketing & communications plan

ROLES & RESPONSIBILITIES SUMMARY

Within the Market Intelligence department, there are a number of key areas of focus for the role including the day-to-day coordination of marketing for Market Intelligence (MI). In liaison with the MI Director, this encompasses:

1. formulating, overseeing and executing the marketing plan and budget
2. ensuring pricing and promotion strategy is executed effectively
3. overseeing report schedule
4. management of CRM for MI marketing requirements
5. management of campaigns, adverts and webinars including:
 - i. regular e-campaigns for newly issued reports including update of changes to Web news
 - ii. Google Adwords campaigns
 - iii. provision of copy for regular adverts in magazines and other media
 - iv. coordination with relevant departments as necessary of webinars
 - v. regular follow-up of campaigns



6. managing aggregators for report sales
7. working with relevant analyst, writing and despatching MI press releases to media
8. organisation of marketing materials for events
9. liaison with key account management team, as and when necessary
10. management of all inbound enquiries about MI reports and services, and any ensuing sales
11. overseeing subscriptions to globaldrinks and other services
12. exploration of other media Zenith's Market Intelligence should be exploiting
13. other activities and support to the MI team as deemed appropriate.

Additionally, the person must:

- ◆ ensure the right processes are followed and that the required quality is maintained to ZI agreed standards, being mindful of budgets.
- ◆ develop the skills and experience required within MI through on the job and formal training, to ensure career development within ZI in line with Human Resources policy.

DEPARTMENT DIMENSIONS

The department consists of a director and team of analysts and consultants.

COMPETENCIES

- **Planning and Organising**
- **Proactivity**
- **Meeting & exceeding customer expectations**
- **Collaborating & influencing others**
- **Effective communication**
- **Accountability**
- **Analytical & conceptual thinking**
- **Accuracy & attention to detail**

KEY RESULT AREAS

- **Planning and Organising**
Measure - timely provision of marketing activities to an agreed specification.
- **MI Marketing**
Measure - effective coordination with MI director and MI team to deliver integrated marketing campaigns in a timely manner.
- **Proactivity and Initiative**
Measure - look ahead to consider likely outcomes from emerging situations
- **Accuracy and Attention to detail**
Measure - produce work requiring minimum input from others
- **Driving results**
Measure - regularly achieve targets, setting and agreeing clear priorities

KEY INTERFACES

Internally: All MI employees. All ZI employees. All FoodBev employees.

Externally: Participation in ZI and other organisation industry events. Maintaining client interface with relevant contacts for purposes of both research and sales.