

Marketing Executive

Location Hampton Hill

Salary £25k - £28k plus performance bonus

Company Summary

Carbon Architecture is an established, expanding company that has a strong reputation for delivering solutions which help businesses reduce energy, waste and carbon.

Heading into their 12th year the management team are now looking to bring in a Marketing Executive to support business growth.

Alongside its core consulting services, the company is now establishing a solid platform for growth based on technology and a recurring revenue model. Carbon Architecture is developing IP through a data analytics managed service for use in commercial buildings and industry as an integrated cloud-based solution (hardware, software & services).

The business also has a second arm; Green Mark. This green accreditation scheme is essentially a web-based portal which provides companies of all sizes a framework to establish their own Environmental Management System. Green Mark is experiencing rapid growth as it moves from being a solution for SMEs, to one which is also scalable for larger business portfolios with multiple sites. There is huge scope to develop the brand.

The role requires a dynamic, creative, and savvy marketer who has a good practical understanding of the marketing process, and the tools required to deliver the message to the market in the most effective way.

The successful candidate will be a self-motivated, team worker, looking to rapidly progress their career and will ideally have a real passion for the environment and sustainability.

Responsibilities

- Ensuring a consistent message on the market across all channels
- Creating regular content and visuals
- Working with management to establish marketing plans
- Spotting new marketing opportunities and helping the company take advantage of these
- Helping build relationships with client-side marketing teams
- Collaborating with external agencies to help organise events
- Working with management to shape messaging around new offers and services
- Collaborating with Green Mark team to celebrate customer success stories and schedule content
- Helping establish Green Mark as a go-to solution for environmental accreditation

Essential Skills / Requirements

- Minimum 2:1 in Marketing Discipline
- 2+ years of experience applying marketing processes and creating content independently
- Very strong proficiency in written and spoken English
- Demonstrable organisation skills
- Experienced in using tools appropriate to the position
- Very comfortable across all channels, with a good understanding of how to use these to grow sales
- Dynamic, communicative and friendly; happy to pick up the phone and create a personal connection
- Creative flair