



Title	Marketing Executive
Reports to	Marketing Manager
Based at	Mount Wellington, Chacewater, Truro, TR4 8RJ
Job purpose	To ensure Kensa's marketing programme generates an unrivalled level of sales opportunities by implementing specific elements of the Marketing Plan.

Important Note:

This role requires a marketing professional who is capable of handling substantial projects without significant supervision. As such, the marketing tasks will be split between the Marketing Manager and the Marketing Executive. The precise split will be determined once their respective skill sets have been established. The position is not suitable for a Marketing Assistant seeking to offer a support role.

Key responsibilities

Marketing

Managing the company's direct marketing, PR, e-business, advertising, literature and exhibition activity, using agencies, as appropriate

Managing the company's external website developer and all related activities.

Utilising ABI Barbour planning application data to identify suitable prospect accounts/projects.

Monitoring competitor and market activity and providing suitable reports

Managing the Customer Satisfaction survey and other research activities.

Managing the company's communications with all relevant stakeholders.

Maintaining the Contact Database



Creating 'webinar' programmes and other downloadable content.

Handling the development of the company's pricing and discount policies.

Developing the format of outbound quotations and proposals

Reporting on marketing and sales activities

Maintaining the Market Knowledge database and circulating to relevant parties

Product Management

Liasing with sales, marketing and technical to identify new product opportunities.

Developing launch plans for new products.

Overseeing the production of all technical documentation covering installation and user instructions

Partnership Development

Developing and managing the installer network.

Person Specification

Organised, experienced, capable, results-orientated. Ideally degree educated with progress towards a professional marketing qualification. Ambitious, hard-working, computer-literate.

Salary and Benefits Package

Excellent base salary (£15,000 - £21,000 depending upon experience) plus Profit Related Bonus.

20 days holiday rising progressively to 25 after five years' service.

Financial support towards further qualifications.

