

Graduate Opportunities



Role or job title – Marketing Executive

Who can apply? – Graduates

Type of role – This is a graduate job

Closing date – 20 October 2024 but early applications encouraged

Ideal start date – ASAP

Length of role – Permanent

Location of work – At our offices in Knutton, 5 mins from Keele University. There may be occasional opportunities to work from home but mostly you will be office based.

Salary/Hourly rate – £24,000 negotiable depending on skills/experience

Full time or Part time hours? Full time

Working hours – 0900 – 1730

Other benefits - 25 days holiday plus bank holidays, birthday paid leave, pension and private healthcare after completing probation

Organisation Information

[Homepage - Fleet Operations - Fleet Management Experts](#)

Role Purpose

Working alongside the commercial director and the sales and marketing director to support the delivery of the company's marketing activity including internal communications, events, agency management, budget controls, customer communications and social media. A key member of the Commercial Team, the role requires developing a complete understanding of the fleet management marketplace and where we sit in it. The individual's role is to ensure that the business communicates effectively and professionally with our target audience and with our staff and wider stakeholder community.

Key Accountabilities

- Working in cooperation with our external marketing agency, help manage the marketing strategy for the company.
- Control brand standards and ensure all communications are on brand.
- Communications – own the delivery of internal and external communications.
- Deliver the marketing plan including but not limited to:
 - Advertising, sponsorship and social media
 - Webinars and Round Tables
 - Direct Mail
 - Lead Generation
 - Events
 - Product launch and showcases.

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- Website/Google
- Liaise with third party agents to fulfil the PR, marketing, and social media plan.
- Social media content creation in conjunction with agency and the sales and marketing director
- Event management including design, build and budget management.
- Identify cost effective opportunities for the business to promote itself across the marketing mix.
- Support the end-to-end new business sales process and sales team including bid and proposals.
- Help manage and develop the Fleet Operations CRM and database for marketing purposes.
- Support the senior management team in product development.

Performance Measures

- Measure and report on the effectiveness of the overall strategy and plan.
- Deliver within budget allocated and manage expenditure in line with company guidelines.
- Report on the use and effectiveness of third parties.
- Produce workflows that can be reviewed.
- Keep workflows up to date and timely. Bringing the plan in on time and meeting deadlines
- Measure and report on the effectiveness of marketing communications.
- Monitor the CRM tool to ensure it is up to date, report any discrepancies to commercial director.
- Monitor the market and report on ongoing industry changes that may affect Fleet Operations/Traxall UK and our customers.
- Personal development plan for each year with clearly established training needs

Key Experience and Skills

- Marketing or business degree ideally but not essential
- Some relevant work experience in business whether paid or not
- Experience of delivering projects as part of a team
- Involvement in organising or delivery of events
- Social media content and strategy experience
- Core MS Office programmes.
- Problem solving/issue resolution/mediation.

Candidate Suitability

This role would suit someone who:

- Is ideally a graduate in business, marketing or relevant post graduate degree
- Is passionate about delivering to a high standard.
- Someone with attention to detail and can work under pressure.
- Proficient in the written word
- Well organised with excellent time management and communication skills
- The ability to work in a team, and provide instruction and guidance to others.
- Has a 'can-do' mentality even when the demands exceed the resource/time available.
- Is committed to continuous personal development.
- Enjoys a fast-paced, environment.
- Demonstrates accountability.

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Reporting Line	
Reports to:	Sales & Marketing Director (dotted line to MD for internal comms and brand) Part of the wider Commercial Team
Number of Direct Reports:	0
Total Number of Colleagues Reporting to Role:	0

Planning Horizon	
Task and Workload	12 months
Personal/Team Development	24 months

Financial Responsibility	
Direct Impact	Marketing budget. Cost of Marketing and promotion
Influence On	Business, solutions

Decision Making
<ul style="list-style-type: none"> • Planning own diary/time • Planning marketing strategy and annual planner • Control of third-party PR/Marketing • Control and Planning of Event management •

Stakeholders and Key Relationships
<ul style="list-style-type: none"> • Managing Director • Commercial Director • Sales and Marketing Director • Marketing agency contacts

Complexities of Delivering the Role
<ul style="list-style-type: none"> • Broad scope of role • Multiple stakeholder priorities • Budget constraints • Adverse natural events that prevent the ability to promote • Timing on solutions being ready. • Competing demands for time/attention on projects

How to Apply - PLEASE READ THIS

- Your CV and cover letter need to make an excellent first impression, Keele Careers and Employability can help you. Please be aware that many employers/recruiters give the CV and cover letter equal importance.
- Here are some online resources to help you prepare your application:
 - [Creating a CV](#) and then [Score your CV here](#)
 - [Writing cover letters](#)

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- **It is important that your cover letter is formatted as a proper letter ([see example](#))**, you should address it to Keele Internships, Keele University, ST5 5BG, with Dear Keele Internships as the salutation. Your cover letter needs to be specifically tailored to the role.
- If you would like a Careers consultant to review your application before you apply you can [Book an appointment with a Careers Consultant here](#)
- If you have a question to ask us before submitting your application, please email studentopportunities@keele.ac.uk.
- If you have not heard anything from us 2 weeks after the closing date, please email studentopportunities@keele.ac.uk.

[Click here to apply for this role](#)

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