

Job Description

Job Title: Networks Marketing Executive

Location: Office based

Department: Networks Marketing

Position Reports To: Networks Marketing Manager

Company Overview

Gigaclear is a high growth, entrepreneurial company delivering fibre-optic broadband to underserved rural communities. Started only 6 years ago, the company is now backed by some of the largest institutional investors in the country and is expanding rapidly across Southern England.

We have increased from 30 to 200 employees over the last 2 years and growth continues. We are a transparent bunch where initiative and hard-work is rewarded with development and progression and we are currently recruiting, amongst others, a B2C Campaign Marketing Exec, to join our expanding marketing team.

Role

As a Networks Marketing Executive, you will have responsibility for the execution of the day-to-day running of all communications and relationship management for a given region of the country where Gigaclear is building the fibre network. You will manage the whole process from planning, concept development through to execution and reporting of all levels of communications, working closely with the Community Engagement Manager for the region.

The activities need to engage with various levels of target audience, using the full marketing mix, to ensure consistency of message and a thorough understanding of the build process, challenges and solutions per community.

Key Responsibilities

As a Networks Marketing Executive, you'll need to:

- Be proactive in managing communities throughout the build process
- Manage all levels of stakeholder comms; from MPs to local community influencers and residents
- Understand the end-to-end build process and the implications per community and work collaboratively across the team to ensure the ultimate customer experience is attained

- Measure the effectiveness of all media to ensure optimisation and the correct use of PR, direct mail, community initiatives and regional management

Knowledge & Skills

- Organisational skills and attention to detail.
- Copywriting experience.
- Able to plan and manage own time.
- Able to work under pressure.
- Project management experience.
- The ability to manage budgets.
- A flexible, target-driven, proactive approach.
- Administrative and IT skills.
- Self-motivation and enthusiasm.
- Previous marketing experience, in a B2C and B2B context is essential (minimum 2+ years) and experience in a Telecoms or Technology company would be an advantage.
- Experience in a range of marketing activities including PR, email, direct mail, digital and social is desirable.
- A marketing related qualification and/or degree would also be desirable but is not essential.

Personal Qualities

The successful candidate will be team orientated, customer focused and will be a great communicator to get our message across. Creativity is highly valued and a desire to continually test and learn is important. The successful candidate will be able to see the bigger picture but also be strong on detail.