

Job Description

Job Title: Senior Marketing Services Executive **Location: Head Office**

Department: Marketing

Position Reports To: Marketing Services Manager

Company Overview

Gigaclear is a fast growing, game changing builder and provider of pure fibre broadband services to residential customers and businesses in England. We have an ambition to make a significant difference to the broadband landscape in rural England and improve our customers lives through the provision of world class broadband services.

Our Marketing Services Team supports all our marketing activity with the production of relevant and high-quality collateral.

Purpose of the job

This role is responsible for helping to build and evolve the Gigaclear brand and to service the communications needs of the business through all channels of communication. This covers the community marketing ISP requirements and the Networks needs as well as internal communications and corporate messaging.

Key Accountability & Responsibilities

- Help service all areas of the business efficiently and effectively within pre-defined budgets; internal communications, corporate communications, community communications and network communications
- Maintain and protect the Gigaclear brand through its definition and consistent and relevant use across the business
- Work with, and help, manage the agency relationships to support the internal deliverables through the production and maintenance of core brand guidelines which inform and define all branded communications
- Utilise the resource available efficiently to ensure all communications are consistent and compelling and result in increased sales for the business as a whole (consumer, business and wholesale). This will be measured by sales numbers and the Networks' wholesale revenue figures
- Help develop and deliver internal communications, in partnership with the SLT and HR, to deliver the Gigaclear brand clarity required to develop a clear and compelling culture resulting in all employees understanding and buying into the brand/business objectives. This will be measured by the culture survey in 2019

- Help manage all costs and timings for the toolkits, templates and branded communications provided to the rest of the team, by the agencies selected, and define and manage a process to support the needs of the Networks and ISP Marketing teams

Knowledge & Skills

Previous communications experience, in a B2C and B2B context, is essential. Relationship building is key both within the business as well as agencies and the stakeholder groups involved externally and within the team. Excellent stakeholder management skills are a must internally and externally.

You will have:

- 5-7 years marketing experience (essential)
- Organisational skills and attention to detail
- Excellent agency management skills
- Able to plan and manage own time
- Able to work under pressure
- The ability to manage resources
- A flexible, target-driven, proactive approach
- Self-motivation and enthusiasm
- Excellent people and stakeholder management

Qualifications & Accreditations

CIM preferred or willing to start undertaking within the first 12 months of employment.

Our Values

Find a way - we will work together to deliver market-leading solutions and provide customer service excellence to our communities

Do the right thing - we always base our decisions on what we believe is fair, considerate and in the best interest of our customers and our colleagues

Be committed - we are all accountable for our actions and work relentlessly with our many customers to deliver on our promises

Keep it simple - we take potentially complex and confusing information and we make it easy for everyone to understand

This job description is not intended to be exhaustive. The post holder will be expected to adopt a flexible attitude to the duties which may be varied (after discussion), subject to the needs of the business and in keeping with the general profile of the role.