

Marketing Executive
CPF Band/ Salary: B2 – B4, 27300- 30320
Contract Type: Perm, Full-Time
Reports to: Senior Marketing and Digital Production Manager
Location: Hybrid, principal office Ellenborough House
Direct reports: None
Department: Commercial
Date Reviewed: September 2024



About Ecctis & the Commercial Division:

Our vision is a world where an individual’s qualifications, skills and experience enable fair access to quality global study and work opportunities. Ecctis’ Commercial Division supports this vision through the development, delivery and promotion of trusted solutions, products and services for the international education arena. Our goal is to ensure we build a portfolio of ambitious yet strategically-aligned initiatives that, whilst all linking to our core competence, ensure a diverse revenue stream across multiple sectors and clients.

Ecctis is also an [Employee-Owned business](#) where we put particular emphasis on transparency, trust and collaboration among our co-owners towards shared strategic goals.

Purpose of Role: To support the Commercial Division’s marketing team by assisting in the development and execution of marketing plans, managing social media channels, creating content, and facilitating communication to enhance brand visibility and engagement.

Key responsibilities:

Marketing Support

- Assist in the creation and implementation of marketing campaigns to promote new products and services as well as Ecctis’ overarching identity.
- Lead on the output of Ecctis’ (and product’s) social media profiles, including Twitter, LinkedIn, and additional channels that may be deemed relevant. Striving to drive engagement and visibility across all platforms.
- Create engaging content for social media, blogs, newsletters, and other marketing materials.
- Monitor and report on the performance of marketing campaigns, providing insights and recommendations for improvement.
- Support the organisation and promotion of events, webinars, and other marketing activities.
- Support in the implementation of PPC, Google Ads, and paid social campaigns. Including reviewing data from A/B tests to optimise.

Communication and Collaboration

- Act as a point of contact for marketing-related queries within the Commercial Division.
- Collaborate with the product development team to ensure marketing strategies align with product launches and updates.
- Work closely with colleagues in Corporate Services, IT, Finance, and HR to ensure cohesive communication and marketing efforts.
- Assist in the preparation of presentations and reports for internal and external stakeholders.

Market Research and Analysis

- Conduct market research to identify trends, competitor activities, and customer preferences.
- Analyse data to inform marketing strategies and decision-making processes.
- Assist in the development of customer personas and segmentation strategies.

Administrative Support

- Coordinate and manage marketing materials, templates and other collateral ensuring they are up-to-date, organised, and accessible.
- Provide administrative support for the marketing team, including preparing agendas, and taking action points from meetings.

Other

- Abide by the Company's policies and procedures, and actively promote with the team.
- Abide by the Company's Health and Safety policies and procedures, whilst giving consideration to your own health and safety and that of colleagues.
- Any other reasonable duties as required.

Person specification

- A degree in Marketing, Business, Communications, or a related field.
- At least two years' experience in Marketing.
- Strong written and verbal communication skills.
- Creative thinker with the ability to generate innovative ideas.
- Proficient in social media platforms and digital marketing tools.
- Knowledge of CMS (Content Management Systems), SEMrush, Google Analytics, and Mailchimp.
- Excellent organisational and time management skills.
- Ability to work independently and as part of a team.
- Detail-oriented with strong analytical skills.
- Proactive and enthusiastic with a willingness to learn and develop.
- Understanding of the environment in which Ecctis operates is a plus.
- Strives for continuous improvement and growth.

Employee Benefits:

- 25 days annual leave (pro-rata for part-time employees) plus swappable bank holidays, as well as additional 3 days off for the Winter office closure
- Company Pension scheme (the Company will match employee contributions up to a maximum of 6% of basic salary in the first year. Then the scheme becomes optionally non-contributory with employer contributions of 10% leading to 20% based on years' service)
- Life assurance of 3 x basic salary for members of the pension scheme
- Bupa Private Health and Dental Care Scheme with employee contribution
- Enhanced maternity pay, Paternity leave
- Employee Assistance Programme
- Mental Health First Aiders and support events
- Cycle to Work Scheme
- Eye Care Contribution
- Regular company social events
- Mango Language Tool
- Hybrid Working as standard
- Paid volunteering hours
- Employee Ownership Trust:



As an Employee Ownership Trust, we do things a little differently from some other organisations. Every one of our employees has a voice and our people are highly motivated and committed. Our structure allows for our combined success as an organisation to be shared equitably across the Company. The trust is indirect, meaning that eligible employees are not shareholders directly, however they are held 'in-trust' by the Trust's Board of Directors.

EDI Statement:

Ecctis Ltd is committed to fostering a culture of inclusivity and connectedness. The core of our work involves working internationally with individuals all over the globe with different backgrounds. In recruiting for our organisation, Ecctis Ltd is an Equal Opportunities Employer, and welcomes the unique contributions you can bring; therefore, we specifically welcome applicants of all backgrounds, regardless of race (including colour, nationality, and ethnic or national origin), sex or gender, gender reassignment, sexual orientation, religion or belief, age, marriage or civil partnership, pregnancy and maternity, or disability.

Please note: All applicants must hold a current permit or visa showing their right to work in the UK.

To apply: Email your CV and covering letter to recruitment@ecctis.com

This role profile sets out the scope and main duties of the post at the date when the role was created or last reviewed. Such details may vary on occasion without changing the overall scope of the role or level of responsibility required. This role profile is intended to give an overall indication of the duties and responsibilities of this role but is not exhaustive and the job holder may be asked to perform other duties, which reasonably align with the general remits of their role and level of responsibility.

Ecctis Ltd is committed to providing a workplace free from discrimination or harassment. We expect every employee to do their part to cultivate and maintain our values and treat each other with respect and the dignity they deserve.

We are an equal opportunities employer, ensuring that there is no bias on gender (or gender reassignment) race, sexual orientation, disability, age, religion or belief. We recruit purely on merit and skills.

Our values in practice:

Respectful: We value differences, treat everyone with respect, and build trust by fostering a fair and inclusive culture.

Ambitious: We are ambitious and enthusiastic in our approach to finding solutions.

Creative: We encourage a balance of bold, creative, and innovative thinking, built on our experience and learnings.

Dynamic: We evolve in our dynamic industry by using our expertise to create opportunities and champion continuous improvement.

Engaging: We grow by engaging professionally and responsibly with each other, by being receptive to feedback, and making space for new ideas.