

# THE : FUTURE : LABORATORY JOB DESCRIPTION

Job Title:

Marketing Executive

Department:

Marketing

Reporting structure:

Role reports to: Head of Marketing

Team members: Head of Marketing, Digital Marketing Manager, Marketing Executive

Summary of department:

The Future Laboratory exists to help our clients to make a better future for their business by giving them the confidence to take the decisions today that will create economic, environmental and social growth tomorrow.

As The Future Laboratory grows, so too does our need to further enhance our reputation and reach among senior business professionals across a range of lifestyle sectors. We are searching for a marketer with a minimum 1–2 years' experience and/or relevant degree to support the marketing team in establishing The Future Laboratory as a leader in business and consumer futures and evolving our awareness as a trend-forecasting business to a research and strategy partner that helps organisations to prepare for the future. The strategic use of The Future Laboratory's research is an essential part of finding ways to leverage our strategy work with some of the world's best brands. Reaching more senior audiences in more relevant ways to create demand for our strategic services is a key ambition for our marketing push in 2017 and beyond. The UK is still the focus, but increasingly we need to broaden our reputation in Europe, the US and the Asia-Pacific region.

The successful candidate will be a strategic and creative professional who is able to contribute to brand positioning campaigns and help the team to deliver on lead generation and sales growth targets. Strong project management skills, together with the ability to write marketing copy and analyse data to help the wider team to optimise their efforts, are essential.

Key responsibilities:

Website

- : Manage the delivery of assets and the general upkeep of the company website and e-commerce platforms
- : Select and secure usage rights for visuals to be used across a wide range of marketing assets
- : Work with the Digital Marketing Manager, analyse and present campaign results with recommendations to help the wider team optimise their efforts
- : Work with the Digital Marketing Manager, help with the development of the company's Marketing Automation platform

# THE : FUTURE : LABORATORY

## JOB DESCRIPTION

### Social media

- : Be the lead contact for the social media team, update the weekly content calendar, organise regular catch-ups and share special promotions
- : Produce content for Twitter, including daily posts, as well as content to promote internal and external events
- : Manage reactive communication across all social media channels
- : Work with the Head of Marketing to develop an influencer programme and execute it across all channels
- : Work with the Digital Marketing Manager to produce monthly analysis and reporting, providing recommendations to the team

### Email

- : Manage the weekly delivery of assets including copy, media and design assets, data lists and URL links for all emails, and create and send to desired databases

### PR

- : Manage reactive press office enquiries with internal team
- : Produce monthly round-up report and circulate to senior team

### Brand campaigns

- : Support the Head of Marketing with research for campaigns, including planning, partners and assets
- : Support the Head of Marketing in delivery and project management of campaigns

### Digital ads

- : Support the Digital Marketing Manager in the delivery of assets for ads
- : Support the Digital Marketing Manager in the set-up of ads
- : Support the Digital Marketing Manager in the analysis of ad performance and optimisation

### TFL branding

- : Support the Head of Marketing in developing the company brand pack to be used as a first point of contact with clients, press and external partners, regularly updating any required changes and circulating them to the wider team
- : Support the Head of Marketing in developing and updating company case studies and in-house presentation assets
- : Check all communications that are used to market the business before they leave the building, from event agendas to press invites and brand films

### General

- : Write briefs and liaise with internal and external team members to deliver on marketing campaigns and tasks
- : Write and edit copy for a range of formats including email, landing pages, social media, digital ads, printed collateral, press opportunities, etc.
- : Support the Head of Marketing and Digital Marketing Manager in analysing and reporting on all marketing campaigns and present findings and recommendations to the wider business
- : Follow and uphold brand guidelines in all aspects of work

### Essential skills and experience:

- : A relevant degree and/or experience in a marketing role, preferably in a B2B business or agency environment
- : Strong analytical, writing and presenting skills
- : A demonstrable interest in the creation and application of trends, consumer futures, foresight and research
- : A team player who is able to work across departments and communicate effectively at all levels in the business
- : Excellent organisational and project management skills