



POSITION DESCRIPTION

POSITION DETAILS

POSITION TITLE:	Marketing Officer

SALARY	On application
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PURPOSE OF ROLE	Marketing communications planning and implementation
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LOCATION:	Jersey
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NORMAL HOURS	37.5 hrs per week / 5 days per week
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REPORTS TO:	Head of Sales & Marketing
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DIRECT REPORTS:	None
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KEY INTERNAL RELATIONSHIPS:	Customer Service Department, Sales, Finance
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KEY EXTERNAL RELATIONSHIPS:	3 rd party suppliers, inc Print, Advertising Agency, Media
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ROLE OVERVIEW :

- Management and update of all marketing touchpoints in line with promotional plan, eg printed material, advertising and website(via CMS)
- Management of company social media sites in line with promotional plan, including answering customer queries
- Working with Channel Island dealer manager to develop and implement marketing campaigns in dealer network
- Maintain, manage and update workflow status with external marketing agency
- Co-ordinate launch of new marketing campaigns, including creative and media planning, negotiating and budgeting
- Devise, develop and implement promotional/ community event programme in line with marketing strategy
- Work with customer service team to devise and implement strategies to improve customer retention and avoid churn

EDUCATION & EXPERIENCE

The Marketing Officer will ideally possess the following qualifications and levels of experience:

- Graduation desirable



- Marketing qualification preferable
- Copywriting for advertising
- Experience in the telecommunications sector
- Experience of website CMS
- Highly organised, with ability to work independently