**ROLE OVERVIEW**
We are looking for a Marketing Executive to join our UK leading healthcare recruitment agency. This role will report to the Marketing Manager and encompass both strategic and operational elements. You will work closely with both the Marketing Manager and Sales teams to create, manage and execute strategic paid, organic and offline marketing strategies with a Marketing Assistant in place to aid in duties.

Strategically, this role will drive a marketing and media strategy to support consultants hiring across several business lines across the Group. Together with the Marketing Manager you will be building a holistic marketing approach, responding to both brand and growth objectives – ensuring long-term candidates’ attraction and conversion. You will report directly to the Marketing Manager on marketing performance. You will work with the teams Marketing Assistant on in-depth campaign data analysis and make recommendations to optimize the results. You will support the Marketing Manager in identifying internal and external processes’ weaknesses, look for innovations, recommend solutions and work on implementation.

Operationally, this role will execute a defined strategy created by both the Marketing Manager and Executive team, manage end-to-end our branding and recruitment (acquisition) campaigns in the UK market to deliver against business objectives. You will be responsible executing campaign plans (including media, creative and content) to attract, engage and convert our target audience across multiple online and offline touchpoints. You will monitor alignment between campaigns plans and business objectives and coordinate the media and creative execution – ensuring top-quality campaigns delivery.

The ideal candidate will be passionate for the “art” of marketing and will have an abundance of ideas for building efficient strategies. They must bring forth a strong arsenal of techniques and methods to promote our services and public image.

The goal is to reach out to the market and cultivate the candidate’s interest in our services in ways that strengthen our reputation and facilitate our continuous growth.

BASIC QUALIFICATIONS

· Fluent English communication, both oral and written
· Bachelor’s degree or Master’s degree in Business preferred
· Experience in building marketing strategy and working with data, analytics, reporting
· Experience in media planning and managing marketing campaigns (both brand and acquisition) across paid digital channels (such as Social, Programmatic, Search) and in paid traditional offline media channels

PREFERRED QUALIFICATIONS

· Experience in recruitment marketing / employer branding would be a plus
· Experience in partnering with various external suppliers (e.g. media agencies, creative agencies) and in demonstrating critical thinking, attention to details and negotiation skills, as well as with various internal senior stakeholders like Finance, PR, HR and Recruiting
· Communication, and/or Marketing (or equivalent)
· Experience managing advertising budgets exceeding £20,000
· Ability to identify process weaknesses and suggest improvement