



Job Description: Marketing Executive

Reports to: Marketing Manager
Hours: Part time. 20 – 30 hours per week (0.5 – 0.75 depending on preference)
Location: Chorley or Overmoor (Corsham near Bath)
(Due to Covid-19 we are currently home working)

Who are we?

Verco is an award-winning employee owned energy consultancy. Our vision is to provide solutions for a zero-carbon world; helping our clients reduce their environmental impact and save money through data driven analysis, grounded advice and real-world solutions.

We are proud to work with some of the biggest names in the business, across a wide range of sectors; from governments designing energy efficiency policy, to work with industry leaders on their pressing energy and resource management challenges. We provide a wide range of reporting, compliance and energy management services using our proprietary software Carbon Desktop™, in conjunction with an experienced consultancy team and latest analytics.

Overall Role Purpose:

Working with the Marketing Manager to implement Verco's marketing strategy. Interacting with management and roles across the business, you will be integral to activating the marketing content for Verco, implementing campaigns and co-ordinating stakeholders.

Primary Responsibilities:

1. **Content maintenance and coordination:** Update and maintain the content of marketing materials and online channels by agreed deadlines, according to brand guidelines.
2. **Campaign implementation and support:** With support from the Marketing Manager, organise, implement and optimise marketing campaigns. Provide data analysis support to monitor performance.
3. **Website administration:** Have responsibility for the website administration and ensure the proper use of SEO optimisation.
4. **Social media account co-ordination:** Curate Verco's social media accounts and track results.
5. **Event coordination:** Identify and coordinate events and other marketing opportunities.
6. **Operational compliance:** Provide timely responses to operational needs including time-sheeting, purchase order reconciliation, health & safety, etc.
7. **Company goals and values:** Work closely with colleagues to ensure marketing activity generates results that align with our business goals and values.

Domestic travel may be required for this role.

Profile:

Marketing delivery:	90% of time
Training:	5% of time
Operations:	5% of time