

Business Development & Marketing Executive

Navigate is a fiercely independent performance marketing agency, helping challenger brands build awareness, attract customers and close the gap on the leading players in their markets.

We are looking for a business development and marketing executive to support our growth plans for 2021 and beyond.

Working alongside our senior management team, you will be responsible for generating new business opportunities by increasing awareness of the agency and our offering amongst on-profile prospects.

You'll do this by executing aspects of our business development and marketing plan, where appropriate, whilst providing 'behind the scenes' support in other areas. The role will be varied at first but there is the opportunity to become more specialised in business development or marketing later on (with training and support).

~

Responsibilities (in no particular order) include:

- Taking the lead with our content strategy, including research, planning, editing, optimisation, promotion and reporting (whilst also ensuring the team are working to the plan)
- Supporting outbound campaigns, including list building, prospect research and creating/sending/tracking emails
- Managing relationships and identifying marketing opportunities with industry bodies and membership organisations
- Supporting the creation of sales collateral, including pitch decks and case studies
- Identifying events we should attend, exhibit and speak at
- Managing award applications
- Editing and updating the website
- Overseeing our social media channels
- Involvement in other digital marketing activity, such as SEO and PPC
- Supporting the team with research into industry news, trends and developments

Who are we looking for?

- Agency experience, ideally in (digital) paid media is essential
- A minimum of 2 years in a similar business development or marketing support role
- Strong attention to detail, especially in writing/editing copy
- Excellent organisational and communication skills
- Someone willing to get their hands dirty in all manner of administrative tasks

Please note, we will consider part time/flexible arrangements for this role.

Salary & Benefits

- £25k - £30k + , dependent on experience
- 26 days holiday plus the day off on your birthday
- Private medical cover (after 1 year service)
- Access to the Navigate Digital 'perk' scheme
- Training and development allowance

Applications to be sent to hello@navigatedigital.com by 5pm on 15th March 2021