



Media Sales & Marketing - Department Vacancy

Job Title:	Marketing Executive
Reporting To:	Head of Marketing
Location:	Aldershot
Hours:	38.75 hours per week (8.45am-5:30pm/Monday-Friday)
Salary Range:	£25k-£30k (depending on experience)

The Company & Role:

Boomerang Media is an out-of-home media business. Boomerang owns, manages & operates over 2,000 digital advertising screens in five audience networks - 1) Health & Fitness, 2) Cinema, 3) Retail, 4) Playcentres & 5) Education - working with leading partners such as David Lloyd Leisure, Nuffield Health, Pure Gym & VUE Entertainment amongst many others. We provide content creation & screen network management for the host businesses & an advertising opportunity on the screens for 3rd party advertisers - both international, national & local clients.

We are looking for a Marketing Executive to join our team to support the marketing and sales (revenue generation) activities targeted at the UK advertising media sector - client brands, marketing & media agencies.

The successful candidate must be able to multi-task effectively, be a self-starter, deliver to deadlines & have the confidence/gravitas to interact with senior stakeholders. The ideal candidate will be a creative and analytical thinker with 2-5 years of relevant experience in B2B marketing roles ideally from the media marcoms or a similar sector.

Desired Personal Attributes & Skills:

- High energy levels - upbeat & engaging, with a positive outlook.
- Creative flair – both written copy writing and visual/design skills required.
- Excellent communication, organisation & prioritisation skills.
- High level of attention to detail.
- Ability to undertake desk research & extract information from research reports and databases.
- Solid digital marketing skills in email marketing, social media and website.
- Good working knowledge of PowerPoint, Word and Excel is essential.
- Basic understanding of Photoshop (and Adobe Creative Suite), MS Dimensions and WordPress would be advantageous.

Responsibilities:

Annual Marketing Plan

- Assist in the development of an annual sales & marketing plan & ensure execution of all key projects/activities.
- In conjunction with senior management, manage the business's brand guidelines, media positioning & core values, ensuring our in-house design team adhere to them.

National & Local E-Mailers

- As per the Marcomms plan, to produce engaging, thought-provoking, insight-driven pieces for advertisers & their agencies on lead networks (Health & Fitness, Cinema, Retail, Playcentres & Schools).
- To produce, analyse & optimise mailers for local markets to generate leads.
- System cleansing of our MS Dynamics CRM database, as and when required.

Company Credentials, Network Presentations & Media Packs

- Company Credentials - to ensure we have a 'live' set of credentials that can form the basis for pitches to landlords & other potential partners.
- Network Presentations - to make changes of a major nature as & when required.
- Media Packs - to create media packs & other specific sales materials.
- Mock-Up's & Photo Library – source photography as needed and maintain photo library.
- Case studies and testimonials - for pitches, website & presentations.
- Support Senior Management with ad-hoc requests.

Market Research & Insights

- Develop and maintain network consumer audience insights from both primary & secondary research sources; we are heavy users of YouGov data, but also undertake research initiatives, often in partnership with client advertisers.
- Develop insights into key advertising client sectors to support our sales approach.
- Develop good working relationships with our primary trading customers – UK Out-of-Home Specialist agencies to better understand their needs.
- Undertake regular benchmarking exercises across our sector to assist develop business competitive advantage where necessary.
- Flag up relevant network & category insights to the sales team.

Digital Marketing

- To help build our presence on social media (e.g., LinkedIn) by developing engaging content to help drive brand awareness and consideration.
- Maintain the website including updates and developing new content, ensuring that the website pages are always search engine optimised.
- Manage paid for search campaigns – both google and social media.



IT Systems:

We operate mainly cloud based MS & Adobe packages, including MS Dynamics for CRM, an associated email system called Click-Dimensions & Creative Suite.

Additional Benefits:

- **Time for You** - we offer 22 days annual leave, increasing each year up to 25 days.
- **Future Saving** - we operate a work-place pension scheme in accordance with government guidelines.
- **Support** - we offer training through a 2-week induction programme & ongoing mentoring.
- **Development** - we invest in staff through courses & qualifications to help them progress.
- **Free Parking** - we have an on-site car park, which is free to use for all staff.
- **Rewards** - we reward hard work with company parties & a yearly ski trip.
- **Healthy Lifestyle** - we invest in your well-being with subsidised gym memberships.

For further information on the role, or to apply with a CV and covering letter, please contact:

Mandy Dhingra

Head of Marketing

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