

Job Description

<i>Job Title:</i>	Senior Marketing Executive		
<i>Department:</i>	Marketing & Communications	<i>Reporting to:</i>	Marketing & Communications Manager
<i>Payroll Department</i>	PRM-PRM		
<i>People Responsibilities:</i>	none		

Main Purpose of Role:

Supporting the Marketing and Communications Manager to develop and implement the overarching marketing strategy B2B and B2C strategies through high-impact integrated marketing campaigns. This will include the planning, management, and delivery of the HTA's marketing programmes, and in collaboration with the line manager review and implement new systems and processes to improve marketing effectiveness. Specific ongoing campaigns are National Garden Gifting and HTA member recruitment.

Providing the expertise and the hands-on support to enable the team to support colleagues within the organisation in implementing and developing 'hands-on' skills and best practice in email, digital advertising, and other areas of marketing.

Role Responsibilities:

- Plan and execute campaigns, in line with marketing best practice, to HTA member businesses that drive the uptake of products and services and increase member engagement. You will create, copy, plan digital content and advertising, social media activity, messaging, collateral, and internal briefing documents. You will brief and manage suppliers (print and creative), and co-ordinate the work of teams working on different campaigns, using project management software including Smartsheet's to assist the smooth running of the campaigns
- Collaborate with and support colleagues to introduce and improve business and marketing systems and processes, including pipeline management, marketing automation and digital advertising using Google Ads, Facebook Business, Google Analytics and understanding of the technologies and code that support these.
- Represent the marketing team on cross-company projects, especially related to driving internal change relating to the HTA website, communications, and business/marketing analysis projects
- Develop an understanding of the needs of the segments of our membership, and their expectations from us, our products and services through member visits and use of our CRM, analytics, surveys, and trend data



- Ensure that leads generated through marketing campaigns are qualified, progressed to owners, recorded on the HTA's CRM system. You will ensure leads are assigned to the correct campaign codes to allow measurement of marketing effectiveness through our CRM system and supporting packages such as Google Ads and Analytics
- Support colleagues within the immediate team in implementing and developing 'hands-on' skills and best practice in email, digital advertising, and other areas of B2B marketing
- In collaboration with other internal teams, managing and maintaining the company website. Regularly updating and improving functionality and content.
- Leading the team to effectively manage and grow our marketing social media presence effectively and appropriately.
- Co-ordinating with the Marketing and Communications Manager on managing an HTA-wide communications grid to ensure comms are visible to internal stakeholders and provide an aligned approach to member communications and all media activities
- Developing and managing effective marketing communication tools to the agreed value propositions and member engagement targets specified by the HTA
- Regularly recording member contact ensuring that the interaction and outcomes are input to the membership database (CRM) to maintain records and reference member data
- Following organisational process and procedures to ensure member expectations and agreed service level agreements are met
- Managing and protecting member and customer information in accordance with HTA policy and General Data Protection Regulations
- Undertaking such other duties, commensurate with the responsibilities above, as may from time to time be required by members of the HTA management team



Person Specification

Essential Skills and Qualifications:

- Proven experience in a B2B marketing role at an executive level
- Previous experience of using lead and pipeline management systems for campaign management
- Experience of planning, leading, and executing B2B campaigns that use and integrate a range of tactics to build, qualify and progress a pipeline of leads
- Experience of briefing and managing creative and other types of marketing agencies
- Experience of bringing stakeholders from different internal departments together
- Excellent oral and written communication skills with thoroughness, accuracy, and an eye for detail
- Hands-on knowledge of using Google Ads, Google Analytics and Facebook advertising, email marketing and marketing automation systems as part of a plan to achieve commercial targets.

Desirable Knowledge, Skills and Experience required:

- Qualified to CIM Level 6 or above, or equivalent
- Previous experience within the Horticulture industry
- An enthusiasm for gardens/gardening, the outdoor environment and contributing positively to it

HTA Core Purpose

We help our members to flourish

HTA Mission Statement

‘On behalf of our members we promote, support and nurture our industry to ensure a robust and sustainable future.’

Our aim is to recruit and retain people with the behaviours that support our mission and who will grow with us and achieve more.

Our Values

Collaboration

Approachable, responsive, and helpful, nothing is too much trouble. Enthusiastic, self-motivated and confident with a ‘can do’ attitude

Integrity

Demonstrate honesty, trust, openness, and respect when liaising with people. Treat everyone as an individual and be responsive to their needs.

Innovation

Keen to develop and learn new skills. Welcomes change, is flexible and can adapt and deal with various demands. Pro-active, open to new ideas and encouraging of ways to continually improve.

Influence

A good communicator who listens and is able to express themselves clearly. A professional and informed approach to our members and customers. Providing specialist knowledge leading to a fulfilling experience