

# Marketing Executive

Role Levelling

P1

Purpose	Key Relationships
Support Marketing manager in the delivery of all campaigns/activity across Retail & Funeral	CMCO team Commercial Retail & Funeral Ops Printers Media agencies

Key Accountabilities	Measures of Success	Experience/ Qualifications Required
<ul style="list-style-type: none"><li>• Production of retail/funeral promotional material. Working closely with Linney</li><li>• Co-ordinating production with Commercial &amp; Retail/Funeral teams</li><li>• Production of Till screens</li><li>• Instore radio</li><li>• New channel collateral</li><li>• New store openings/regen support</li><li>• Briefing studio, version control through to sign off from relevant stakeholder, delivery to relevant agency</li><li>• Creation of retail / funeral comms</li><li>• Co-ordinate funeral ads with Media agency</li><li>• Proof reading</li><li>• Store support - first point of contact</li><li>• Image library collation of Group assets</li><li>• Invoice tracking</li><li>• POS stock management</li><li>• Desk research</li><li>• Undertake any other ad-hoc duties or projects as requested by Manager</li></ul>	<ul style="list-style-type: none"><li>• Tasks executed on time</li><li>• Accuracy of execution</li><li>• Improved compliance instore &amp; in home through detailed guidelines &amp; comms</li></ul>	<ul style="list-style-type: none"><li>• Marketing qualification.</li><li>• Working within marketing</li><li>• Have excellent interpersonal skills &amp; able to liaise with clients &amp; colleagues at all levels in a professional manner.</li></ul>

This paper is for discussion purposes only & is not a record of a formal proposal or decision