

## Job Description

**Job Title:** Marketing & Communications Executive  
**Responsible To:** Chief Commercial Officer  
**Location:** Prohire, React House, Spedding Road, Stoke on Trent, ST4 2ST  
**Hours of Duty:** 40  
**Name of Post Holder:** TBC

### **Role Summary:**

To maintain and increase the Prohire Group brand awareness within the commercial vehicle user and Fleet Management sector, leading to increased levels of interest in our business and in turn increased business opportunities. Responsible for and assist with the creation, design and execution of marketing activities cross the business.

### **Key areas of responsibility:**

- Be the custodian of the Prohire brand on all assets and buildings ensuring that Prohire is always seen as a professional and progressive business to include making recommendations and budget provision.
- Continuous development of Prohire's marketing strategy.
- Remain current on the latest marketing channels/ technology and identify new routes to market.
- Management of the Prohire website to include ongoing content development.
- Monitoring activities of key competitor marketing campaigns recommending competitive response, where appropriate.
- Manage supplier relationships with agreed Marketing, PR and trade journals/ associations.
- Drive the use of social media channels for lead generation and increased brand awareness such as 'Linked-in'.
- Manage and deliver Prohire TruckTVe YouTube channel.
- Track, compile and report monthly Marketing activity and statistics for Head of ProGreen to present at ExCo meetings.
- Assist in delivery of special events such as Exhibitions and Awards dinners.
- Take the lead with/ assist with entering industry awards.
- Preparation and ongoing enhancement of company and customer specific presentations.
- Define and deliver in conjunction with the sales team the required customer facing information such as corporate brochures, Mailers and Cold call brochures/ leaflets.
- Assist with customer visits to React House and Eagle House.
- Network customer/ prospect marketing managers to the benefit of promoting the Prohire brand.
- Deliver the annual marketing budget within the agreed financial levels.
- With the support of the Line Manager, Liaise with members of the Sales Team to create content for press releases to be issued to the public domain.

**General Responsibilities:**

1. Prioritise workloads on a day-to-day basis
2. Effectively manage time to ensure workload remains up to date
3. Excellent customer communication and administration at all times
4. Courteous, helpful and professional interpersonal and telephone manner with customers, colleague and suppliers
5. Take absolute pride in everything you do to deliver excellence and customer intimacy
6. Use competent and sound commercial acumen and initiative on all occasion organising workload and resources
7. Total confidentiality

**Internal Key Relationships:**

- Head of ProGreen
- Group Directors
- Management
- Sales Colleagues
- Information Technology Colleague
- Group Employees

**External Key Relationships:**

- Customers
- Marketing Agencies
- Regulatory Bodies and Trade journals
- Suppliers

**Marketing & Communications Executive**

**Person Specification**

Requirements	Essential	Desirable
<b>Education, qualifications, and experience</b>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent marketing qualifications OR</li> <li>• 2 year experience in Marketing</li> <li>• Track record of successfully developing and executing marketing strategies in a B2B environment</li> </ul>	
<b>Skills, ability, and knowledge</b>	<ul style="list-style-type: none"> <li>• Excellent IT skills (Word, Excel, PowerPoint etc.)</li> <li>• Creative and commercially minded</li> <li>• Confident and assertive, with drive and determination</li> <li>• Excellent verbal, presentation and written communication skills</li> <li>• Ability to develop good working relationships, with employees on all levels.</li> <li>• Excellent management of time</li> </ul>	<ul style="list-style-type: none"> <li>• Strong project management skills, but “hands on” and willing to lead from the front</li> </ul>
<b>Personal Qualities</b>	<ul style="list-style-type: none"> <li>• Flexible and adaptable to the needs to the department, and to the wider business.</li> <li>• Calm under pressure</li> <li>• Excellent attention to detail</li> </ul>	

Signed: .....  
(Post Holder)

Date: .....

Signed: .....  
(Director)

Date: .....