

## **JOB DESCRIPTION**

**Job title:** Direct Marketing Executive

**Reports to:** Head of Marketing

**Department:** Marketing

**Location:** Aylesbury

### **The Business:**

Agria Pet Insurance Limited develops their own branded pet insurance policies, whilst administering others which include the Kennel Club Pet Insurance. We work with all partners to provide peace of mind for owners and the best possible care and protection for their pet.

### **Job Role:**

The Direct Marketing Executive will be responsible for developing and managing direct marketing campaigns in line with the marketing strategy.

### **Main Responsibilities and Duties:**

The Marketing Executive is responsible for

- Building and managing direct marketing campaigns for Agria and its partners
- Responsible for the whole campaign lifecycle, including concept, briefing, production, reporting and optimisation
- Ensuring all marketing material is subject to compliance, technical and proof reading processes.
- Providing reports on marketing campaign performance.
- Maintaining a general knowledge of our key distribution channels and an understanding of competitor activity within those channels.

### Marketing production

- Co-ordinate the design and delivery of new marketing initiatives ensuring accuracy and compliance to all material.
- Liaise with external designers, producers and suppliers.
- To ensure marketing literature is produced to specification within deadline and budget.
- To write content for press releases and other marketing materials.
- To arrange for the effective distribution of marketing materials.
- To maintain, build and update mailing databases.
- Ensure understanding and adherence to marketing briefs.

#### Digital marketing

- Production of online marketing banners, advertisements and other digital material.
- Collating and compiling of web site content including copy, images, video and external contributions.
- Participation in social media campaigns.
- Production and broadcast of email communications to internal and external customer groups.

#### Communication

- To organise and attend events and exhibitions.
- To achieve effective communication performance within our key marketing channels.
- Liaison with affinity partners to optimise product exposure.
- Establish and maintain good relationships internally and externally with all contacts.
- Carry out additional duties requested by a member of the management team, as the requirements of the business demand.

#### Reporting

- Producing an accurate summary of total spend at the end of a marketing campaign.
- Produce marketing production reports including enquiries, sales, conversions and performance against budget.
- To evaluate marketing campaign performance and identify improvements for subsequent activities.
- Develop and maintain a complete in depth record of competitor analysis.

#### Compliance and sign off

- Knowledge and understanding of best practice guidelines, regulatory and legal requirements.
- Ensure that all marketing materials are subject to a thorough sign off and approval process.
- Be fully conversant with all campaigns specifics (i.e. policy t&c's scripting, etc).

#### Other

- Attend out of hour's shows and events as and when required.
- Carrying out additional duties as requested by management to meet business requirement.
- Attend training, meetings and company events
- Comply with Health and Safety policies and procedures

#### **Qualifications, Skills & Experience:**

- Relevant experience in direct marketing – particularly email.
- IDM qualification highly desirable

- Experience of writing copy and producing direct marketing campaigns, both traditional and digital highly desirable
- Exceptional organisation skills and proofing experience
- Excellent command of written English with copy accuracy
- Knowledge of using Excel at an Intermediate level
- Effective prioritisation of workloads.
- Excellent attention to detail
- Well organised and self-motivated
- Ability to work effectively under pressure and to tight deadlines