

## *We are hiring...*

A Marketing Executive to join our amazing team.

### **Key Information**

- Temporary maternity contract (Commencing August 2018)
- Salary - £28k
- Competitive Benefits Package
- Based at The Innovation Centre, Queen's Island, Belfast.
- Reporting to director of Development
- Closing date for applications is Monday 23<sup>rd</sup> July at 10am.
- Interviews to be held week commencing 30<sup>th</sup> July 2018.

### **Catalyst Inc**

Catalyst Inc is a not-for-profit organisation that invests the surplus generated from our agile workspace and facilities, providing the underwriting necessary for the community-led development of our entrepreneurial innovation ecosystem.

### **Our Vision for Northern Ireland**

Our vision for Northern Ireland is a community of innovators so powerful its people can change the world. Our role is to provide the home, networks and the empathy to nurture anyone with the talent and ambition to develop world leading products and services that will transform NI into one of the most entrepreneurial knowledge economies in Europe.

### **Our values**

Our values can't be taught they are just who we are. They are embedded in all roles and all applicants must align with the attitudes and behaviours of Catalyst Inc as part of the recruitment process.

Integrity – Do the right thing, regardless

Be Bold – Be ambitious and dare to be different

Passion – We love what we do

## The Role

The Marketing Executive is responsible for the successful delivery of the marketing strategy to help drive the Catalyst Inc brand through creative and innovative messaging and design across both traditional and digital channels.

### Functions

- Planning, developing & implementing effective marketing campaigns for Catalyst Inc
- Managing workflow of projects & marketing content calendar
- Coordinating marketing plans & ticket sales strategies for large events
- Creation & design of campaigns using Adobe Creative Suite, with a key focus on graphics for social media and occasional print ads and flyers.
- Supervising online content – ensuring website & social media is kept fresh and helping Marketing Coordinator with new content.
- Writing, creating and publishing targeted quality content across all digital channels, including: websites, blogs, forums, social networks, and email newsletters.
- Management of Catalyst Inc brand
- Briefing suppliers (designers, printers, motion graphics suppliers etc.) to ensure timely & impactful campaign delivery
- Experienced with strategic usage of social media – primarily LinkedIn, Twitter, Facebook & Instagram
- Proof-reading email marketing campaigns via Mailchimp
- Prepare and deliver visually engaging presentations for a wide range of audiences (Keynote/Powerpoint)

## Person Specification

Areas to be assessed	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>Marketing, Communication, Design or related degree</li> </ul>	<ul style="list-style-type: none"> <li>CIM Level 4 qualification or above</li> </ul>
Experience/knowledge	<ul style="list-style-type: none"> <li>2 years post qualification experience within a similar role</li> <li>Experienced Mac user</li> <li>Campaign management experience</li> <li>Creation &amp; design of campaigns with a key focus on graphics for social media</li> </ul>	<ul style="list-style-type: none"> <li>Experience in website design and management</li> <li>Previous copywriting experience</li> <li>Experience of MailChimp</li> <li>Familiar with Analytics platforms (Google Analytics &amp; Data Studio)</li> <li>Experience of using multimedia software</li> <li>Experienced in setting and managing budgets</li> </ul>
Skills/qualities	<ul style="list-style-type: none"> <li>Creative and strategic business use of social media including Twitter, Facebook, Instagram and LinkedIn</li> <li>Business networking skills</li> <li>Highly competent in Microsoft Office, eg, Word, PowerPoint, Excel</li> <li>Ability to communicate clearly both orally and in writing</li> <li>Ability to organise and plan work to achieve performance targets and deliver to strict deadlines</li> <li>A proven team player</li> <li>Organised and self-motivated</li> </ul>	<ul style="list-style-type: none"> <li>Highly competent in CRM solutions such as Salesforce</li> </ul>
Special requirements	<ul style="list-style-type: none"> <li>Proof of right to work in the UK</li> <li>On occasions to work evenings and weekends for events</li> </ul>	

*Criteria may be enhanced to aid shortlisting. Exceptional candidates who do not meet the criteria may be considered for the role provided they have the necessary skills and experience.*