



Position:	Marketing Graduate
Reporting To:	Marketing Director
Responsible For:	None

PURPOSE

As Marketing Graduate, you will be responsible for supporting the Marketing Director and Marketing departments for the 4 divisions across the IK-Group and taking direction dictated by the Group Company Strategy. This position is responsible for co-ordinating and executing marketing activities directed by the Marketing Director.

You will be responsible for content creation and marketing campaigns to promote products and services. As Marketing Graduate, you will work closely with other employees in areas such as advertising and market research. You will also work closely with the Sales teams in each division.

Responsibilities include but not limited to;

Marketing

- Updating IK-Group website & internal communications site.
- Work on digital campaigns in collaboration with senior colleagues.
- Work with VPs, Department Managers and Marketing Director to agree themes and layout for outgoing marketing material.
- Coordinating marketing campaigns in line with sales activities.
- Supporting with the implementation of promotional campaigns.
- Updating news articles to relevant social media sites and monitoring statistics.
- Preparing online and print marketing materials.
- Monitoring and reporting on effectiveness of marketing communications.
- Maintaining effective internal communications.

Market Research & Intelligence

- Researching and identifying client projects relevant to company's product line offering from different sources such as industry databases, journals and websites.
- Evaluate market trends, growth, market size, market share and market competition.
- Provide statistics measuring the continual improvement of website Search Engine Optimisation and tracking of web analytics.
- Maintain client feedback data.
- Perform in-depth analysis of divisional sites and their competitors.

Additional duties

- Provide regular maintenance and updating of company profiles.
- Identify relevant events and seminars and manage the organisation of external/internal events.



- Any additional duties assigned by the Marketing Director.

SKILLS AND QUALIFICATIONS

- Degree in Marketing or related subject.
- Excellent verbal and written communication skills.
- Proficient in the use of Adobe Creative Suite & Microsoft 365
- Good understanding of digital marketing strategies.
- Good knowledge of social media platforms.
- Confident communicator.
- Excellent proof-reading skills of design and copy content, in preparing materials for sign off.

To apply for this position, please send a copy of your CV to the HR Manager, Frances Wood. Frances.Wood@ik-worldwide.com