

Communications Executive

Introduction

Our mission is to transform the way businesses work with their suppliers, to build more successful sustainable brands.

We have decades of experience working with the largest global brands including Walmart, ASDA, COOP, Waitrose, John Lewis, and more. We need to strengthen our team with critical thinkers that are in their element in front of clients.

We offer a flexible working environment where you can either work from home using our tried and tested remote working set up or at our office in Nottingham. ,

We work flexibly to support our global customers and colleagues, to achieve our ambitious deadlines, and ensure a healthy work-life balance while:
Creating an environment that removes as many of the barriers to collaboration as possible by providing the tools, space, and coaching to allow our business to thrive.

Objectives of the role

The objective of this role is to effectively engage suppliers around a client's requirements using communications such as email marketing, online content creation and copywriting.

Construct/Create communications campaigns

You will need to demonstrate to brand owner stakeholders how offering clear, actionable communications campaigns, an online knowledge base, and data specific to suppliers will result in better products and happier consumers.

Deliver successful campaigns

You will work with key internal and external stakeholders to construct manual and automated email campaigns, to drive suppliers towards brand owner sustainability goals. Using a mixture of standard and customer specific content to create a journey for suppliers.

Provide clear and concise communication to our customers and their suppliers

You will use excellent written and verbal communication skills to convey the message of our customers to suppliers in a way that achieves the best possible results.

Apply a solution based approach

You will learn about the private brand industry and use that knowledge to create engaging content. You will also immerse yourself in our product offering and all new developments increasing the value of every interaction with your customers

Responsibilities of the role

Campaigns

- Manage your time across multiple engagement projects simultaneously
- Consult with clients to deliver campaigns to engage suppliers and/or employees with business objectives
- Write and deliver campaigns predominately focussed on email communication and online channels
- Create a variety of content to support campaigns (e.g. video, graphic design, articles etc)
- Analyse campaign performance using a variety of measures
- Identifying opportunities to change our approach and maximise the success of a project

Supporting suppliers and promoting self help

- Answer questions from suppliers via incident management processes.
- Report on topics that are common, and key issues that need resolving
- Improve self-help and promote self-help to suppliers to reduce the volume of questions going forward

Other

- Able to take complex subjects and explain them in simple steps to our customers
- Continuous improvement across the team and wider organisation
- Manage your time across multiple engagement projects simultaneously
- Assist in creating current and relevant sustainability content

Experience

Essential

- Experience taking a brief from a client and creating an email-orientated campaign
- Hands on experience using email marketing technology
- An understanding of core email marketing metrics and tactics
- A curiosity and hunger to learn and grow
- Experience creating emails using HTML and analysing results in excel
- Copyright and communications experience
- Excellent organisational skills, time management skill and attention to detail

- The ability to research and compile relevant information on a variety of topics including sustainability
- A drive to deliver outstanding results
- The ability to think both creatively and analytically

Desirable

- Digital marketing background
- Internal / Corporate / B2B Communications
- PR or Journalism
- Clear examples of consciously improving email marketing or web traffic performance
- Copywriting and communications management experience
- Experience in creating supporting material (e.g., Adobe Suite, eLearning material, Video Editing)