

Marketing Executive

As part of our growth strategy, we have identified the need to add a Marketing Executive to our Client Services team to help deliver an effective marketing strategy which maximises sales, creates a competitive advantage and strengthens our brand reputation worldwide.

The ideal candidate will assist in creating and executing our marketing campaigns, evaluating our marketing performance metrics, and collaborating with internal teams.

This candidate will have a strong marketing background with excellent communication and collaboration skills.

Key responsibilities include:

- Contribute and assist in the development of campaigns to create MQL's according to our Strategic Marketing Plan.
- Coordinate marketing activities to generate leads and retain existing customers.
- Assist others within Client Services team on client proposals / tender preparations.
- Deliver innovative marketing campaigns to showcase value added services, incorporating digital marketing, webinars, and events.
- Measure and report performance of all marketing campaigns.
- Strengthen online brand utilising digital marketing channels.
- Developing content for digital platforms including web, social media and email campaigns.

Essential criteria

- 2 years' experience in a B2B marketing role.
- 3rd level qualification in Marketing / Business Development or similar.
- The ability to work on marketing campaigns from conception through to delivery.
- Strong interpersonal, written, and verbal communication skills.
- Excellent organisational skills.

Desirable

- Experience of working in IT/Digital Media/education sector.
- Experience of using CRM and marketing automation systems or other enterprise software solutions.

Location: Belfast or Dublin

Salary: Negotiable, depending upon experience.

As well as a competitive salary, we offer continuous professional development opportunities and a range of other benefits including a contributory pension scheme and healthcare plan.

By joining our highly skilled team, you will get the opportunity to think creatively and work on a wide range of interesting and challenging projects in the eLearning and digital media field.

To apply for this role, please send a cover letter outlining relevant skills and experience against the criteria and a detailed CV to info@aurionlearning.com.

About Aurion Learning

Aurion Learning is a multiple award-winning digital learning with more than 20 years' experience in technology enabled learning.

Specialising in the design of customised eLearning, we work with organisations across all sectors, nationally and internationally to deliver high-quality **learning that works**.

Learn more about us at www.aurionlearning.com