

**Job Description: UK 187 Marketing Executive**

<b>Division/Department</b>	Marketing	<b>Reports to</b>	Marketing Manager
<b>Location</b>	London (Devon House)	<b>Type of position</b>	Permanent
<b>Level/Grade (if applicable)</b>		<b>Customer (if applicable)</b>	
<b>Liaison (if applicable)</b>			

Please attach this form to a completed Recruitment Request form

**Role Description**

The Marketing Executive is responsible for implementing initiatives that support the delivery of the UK business plan. This person will support and execute projects that contribute to the growth of the sales pipeline and support the achievement of regional targets.

The Marketing Executive will frequently liaise with the regional sales team, UK management team, customers, partners and third party marketing agencies to effectively deliver marketing projects.

The role also involves assisting in the development of European-wide marketing initiatives in conjunction with the European Marketing Group. As part of an international company you will be required to undertake occasional international travel.

**Key Duties**

Provide full marketing support to the Marketing Manager and cross-functional support to other managers and colleagues within NTT Europe.

Deliver a high level of support to all elements of the marketing function, adding value in terms of creativity, efficiency, cost savings, results and ultimately quality and the success of the function.

Anticipate, identify and create demand for the NTT brand(s) and solutions at a rate that enables the sales force to achieve and exceed their revenue and margin targets.

**General**

In common with all members of NTT Marketing, play a role in ensuring the success of all activities provided from the group, offering recommendations for improvement. Play the role of Ambassador to all other departments and external parties. Provide the administrative and logistical support for all marketing campaigns and programmes. A high level of sensitivity to prospect and customer situations must be maintained.

**CRM System and Marketing Database (CRMSDB)**

Utilise the NTT CRM System and associated database in accordance with the quality and data protection policies. Provide assistance for all marketing programmes and communications requiring input to, or output from the CRMSDB:

- Maintain customer and prospect databases – accuracy and cleanliness
- Manage lead tracking process for marketing campaigns using the CRMSDB and other marketing campaign management tools
- Provide reporting and analysis to measure support and enhance marketing campaigns.

**Marketing Campaigns for Direct Lead and Demand Generation**

Support the implementation of lead generation campaigns for products/services and business partners. This will include discrete as well as integrated direct marketing such as: email, direct mail, telemarketing, events, web and social channels. Record all campaigns in the CRMSDB and track through the lead and demand generation waterfall, producing campaign reports as directed. Achieve business objective targets.

**Marketing Communication**

Assist with supplier liaison, content creation, collateral development and press materials, liaison with PR agency. Co-ordinate the development and distribution of email marketing communications including customer newsletter and message deployment across social channels. Organise and execute (direct and indirect) events, seminars, conferences providing on-stand support activities as required and recording and tracking engagements and leads in the CRMSDB. Involvement in related projects, co-ordinating external resource, customer, internal and prospect communication.

**Content Creation & Marketing Collateral**

Assist in the production of collateral and presentation material, in print and online, and maintain in the marketing and other associated libraries. Keep the sales function apprised with new releases of collateral and liaise with third party agencies in the production of all such materials.

- Contribute to and support associated content creation.
- Assist in the design, development and production of sales collateral, direct marketing and promotional materials
- Co-ordinate updates to existing marketing materials on an on-going basis.
- Regularly audit and maintain the collateral plan

**Business Partner Co-Marketing**

Liaise with counterparts in partner and third party organisations to ensure all joint activities are executed professionally and successfully. Co-ordinate NTT activities with the Marketing Manager and colleagues as appropriate. Take primary and secondary marketing responsibilities for active partner relationships as directed.

**Website Management**

Assist in the development, implementation and maintenance of the structural and graphical representation of the NTT Europe website and campaign microsites:

- Provide on-going maintenance of the NTT Europe website, ensuring content is kept up to date.
- Track incoming leads.

**New Service, Product, Partnership Introduction**

Administer and assist with the planning, implementation, communication and maintenance of the NSPI process. Develop and implement new service and partnership programmes in accordance with NTT processes.

**Planning**

General budget administration including Purchase Order management.

**Marketing Policies and Standards**

Assist in the development, implementation and maintenance of marketing standards and policies.

**Key Dimensions**

*These are measurable areas on which the job has impact both quantitative and qualitative).*

**Business Objectives**

Performance metrics to be agreed and aligned with the UK business plan that will include achievement against measurable revenue and marketing funnel targets.

**Graphic Standard**

Utilise and follow the NTT corporate graphic standard throughout recommending improvements to the standards where appropriate.

**Database Standard**

Utilise and follow the NTT database standard throughout.

**Information Security and Data Protection**

Utilise and follow the NTT Information security policies and standards throughout. Ensure compliance with the Data Protection Act.

**Quality Policy**

Utilise and follow the NTT quality policy throughout adding value by recommending improvements to the processes where appropriate.

**Database Quality**

Administer and maintain the NTT CRM System and associated database in accordance with the quality and data protection policies. Maintain the accuracy and cleanliness of the CRMSDB and associated content.

**Communications**

Communicate reliable information in a timely manner responding quickly and decisively to requests for information, effectively utilising the company communication channels.

**Marketing Budget**

Follow the budgetary process for UK Marketing expenditure against budget.

**NTT Europe Web site & Intranet**

Publish and maintain accurate information in a timely manner.

**Person Specification****Essential:**

- Commercial experience that demonstrates business-to-business marketing experience.
- Tech sector marketing experience
- Initiative and ability to work under pressures and handle conflicting priorities.
- Excellent organisational skills
- Solid communication and time management skills, and proven ability to work well with others. Must be able to work in a team environment and be familiar with the sales environment.
- High energy and enthusiasm, creative and innovative thinker
- Focused on results
- Rapid and active learner
- Self-confident personality but with strong listening skills
- Diplomatic communication skills (both written and verbal) together with agile thinking to handle sensitive issues.
- The ability to handle a wide variety of assignments, sometimes of a nature that do not fall into your spectrum of skills, professionally and according to expected standards.
- An ability to take ownership of projects
- The ability to anticipate potential problems, develop and evaluate the strengths and weaknesses of different solutions and solve problems efficiently and effectively.
- Experience with the practical use of a wide range of communication technologies and web CMS's (does not need to be a graphic designer)

**Desirable:**

- Service-led technology marketing experience
- Knowledge and experience of working within and conforming to the Data Protection Act.
- Formal marketing qualification/s and student, associate or professional membership

**Education:**

Educated to degree or equivalent standard

**Conditions**

Core hours are 5 days a week, 8.5 hours per day (9:00-17:30) Monday-Friday.

Benefits include: 25 days holiday (plus bank holidays), subsidised gym membership, private medical insurance

**For External Use**

(for employee and dependents), dental insurance (for employee and dependents), income protection insurance, life assurance, Company bonus scheme, childcare vouchers.

### Special Requirements

#### Standard, all staff (NTTE – UK):

Address verification, credit referencing (CCJ's), Directorships/conflict of interest, Employment references (3 years), media search, Education verification (highest education), ID verification, full analysis of results against disclosure documents, money laundering check, disqualifications, Character references, Line manager interviews, FSA register/Bank of England suspected terrorist list, work permit validation (if applicable), passport check, Overseas credit check (if applicant has spent time overseas or any time in the last 3 years or holds citizenship outside UK), Overseas criminal check (if applicant has spent time overseas or any time in the last 3 years or holds citizenship outside UK), signed criminal declaration.

#### Enhanced – role/team specific (NTTE – UK)\*

*\*(please delete as appropriate – please consult your HR contact as needed):*

- SC security check
- Criminal/Disclosure Scotland (3 years) – key roles/departments (roles in: CSC, DC, G&A BU, Engagement TA's, Service Management & Engineering)
- Criminal/Disclosure Scotland (5 years) – for VP of BU or as agreed
- Professional membership/affiliations (i.e. CIMA, Prince2, ITIL, CIPD)

### About NTT Europe

NTT Europe is a wholly-owned subsidiary of NTT Communications, which is the international and long distance service arm of NTT (Nippon Telegraph and Telephone Corporation), one of the largest telecommunications companies in the world (ranked 31st in the Global Fortune 500 list of 2010).

**Date: November, 2013**

This job description indicates the general nature and level of work performed by employees within this role. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees to this job. The incumbent of this position is also expected to undertake other duties which may not be listed on this job description as directed by their manager which can be deemed as reasonable within the scope of their role.

NTT Europe is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, or religion/belief.

**Signed:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Dated:** \_\_\_\_\_