



Marketing Executive at the Entrepreneurs' Forum

Based at [Baltimore House, Gateshead](#).

Job purpose:

To assist with all aspects of marketing and communications for the Entrepreneurs' Forum to enable the company to execute its mission, vision and strategy effectively.

Main duties and responsibilities:

This is a typical list of duties that the post holder will be expected to perform. It is not necessarily exhaustive and other duties of a similar type and level may be required from time to time:

- Production of weekly and monthly e-newsletters using HTML for release to the members including content and design work.
- Ongoing management of Entrepreneurs' Forum website including updating of content for member news stories, member profiles, support partner updates and other relevant content including correct formatting of text and images.
- Creation and publishing of updated banner adverts for the Entrepreneurs' Forum website, entrepreneursforum.net.
- Oversee the Entrepreneurs' Forum's social media channels which including (but not limited to) LinkedIn, twitter, Facebook and YouTube channels, ensuring content is relevant and kept up to date.
- Assistance with the production of bi-annual magazine including support with creation of copy and content as well as working with our design agency.
- Assistance with content generation work including monthly entrepreneurial interviews, round table write ups and mentoring case studies. This will require building relations with our PR agency and individual members.
- Design, create and collate PowerPoint slides for each Entrepreneurs' Forum event as required.
- Design, create and print additional materials as required for Entrepreneurs' Forum events, such as tent cards, badge box marketing and flyers advertising future events.
- Ownership of communications with new Entrepreneurs' Forum members.
- Maintaining business development documents up to date including prospecting materials and sponsorship documents.
- Work with our PR agency to develop a library of entrepreneurial video insights that link with key challenges to business growth and mentoring 'elements'.



- Assistance with identification of prospective Entrepreneurs' Forum members through research of press, news and other sources.
- Supporting the Marketing & Communications Manager as required.
- Attendance at some Entrepreneurs' Forum events (including weekday evenings) will be expected.

Reports to:

- Marketing & Communications Manager.

Desired knowledge, skills and experience:

- Degree level educated (or equivalent) with a proven track record in a similar marketing role.
- IT literacy with some experience in coding, social media & digital marketing.
- Highly organised, with excellent attention to detail and able to see projects through to fruition.
- Excellent verbal and written communication skills.
- Energetic and enthusiastic with the ability to act on own initiative and an eagerness to learn.
- High level of networking skills.
- An understanding of entrepreneurship and business life cycles.

Competitive benefits package:

- Salary of between £18,000 and £25,000 p.a. (depending upon experience and flexible arrangements).
- Financial bonus based on company performance.
- 25 days paid holiday (plus statutory bank holidays).
- Additional three days holiday at Christmas (subject to board approval).
- Health Benefit Scheme: Healthshield, cashback scheme.
- Up to 5% company pension contribution, to a scheme of your choosing after qualifying period (3 months).
- Death in service insurance.
- Childcare vouchers available (salary sacrifice scheme).
- Flexible working available.