

- Vacancy:** Marketing Account Executive
- Company:** Cohesive Communications, www.cohesive.uk.com
- Closing Date:** 11th March
- Salary Range:** £16,500 - £20,500 (plus benefits, dependent on experience)
- Requirement:** Cohesive Communications is a specialist hi-tech Marketing and PR consultancy representing emerging international and UK technology companies, and creating demand for their propositions. We invest in talented and hard-working people who want to carve out a career in Marketing and PR, developing their skills through mentorship and providing excellent opportunities to grow within this demanding and fast-moving environment.
- Job Description:** Marketing Executives provide essential support to the Marketing Manager in the planning and implementation of marketing programmes such as electronic direct marketing, web site creation, and lead generation. Working to achieve clients' agreed key performance indicators, the Marketing Executive will make a significant contribution to increasing client satisfaction and extending long-term client relationships.

Marketing Executives should have a minimum of one year's experience in an operational marketing role acquired in a consultancy or in-house environment. The successful candidate will possess an aptitude for marketing and an enthusiasm for technology. The ability to think in an innovative and creative manner will be essential in order to provide tangible results for our clients.

Applicants must be of graduate calibre, and possess 12 – 18 months full-time experience within a marketing role.

Cohesive Communications Marketing Executives are responsible for the operational implementation of marketing activities on client accounts and for general liaison with client contacts so as to provide comprehensive and reliable support in all marketing tasks. The Marketing Executive should:

- Have an understanding of telemarketing and experience in lead generation campaigns.
- Be able to contribute to the content development for electronic and direct marketing pieces.
- Be able to demonstrate creative thinking and contribute to creative idea sessions.
- Have experience of electronic marketing.
- Contribute to campaign planning at the strategic level.
- Be able to provide event support to clients at bespoke events or trade shows worldwide.
- Contribute to proposals and monthly reporting activities.
- To represent Cohesive in a totally professional manner at all times and in all circumstances.

Registered Office

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