

Job Description

Job Title

Junior Marketing Executive

Salary & Bonus

£21K - £26K a year DOE
+discretionary bonus

Reporting line

Marketing Director

Job Location

Office Based – Berkhamsted, Hertfordshire
(Occasional travel required for nursery visits or business meetings)

Purpose & Objectives of the job

The Junior Marketing Executive will be part of our growing marketing team. Strong organisation and interpersonal skills are key as you will be a bridge between the franchisee network, nursery group, the Monkey Puzzle Head Office team and our marketing agency.

You will be key in co-ordinating marketing campaign support to individual nurseries as part of national brand activity and supporting local ad hoc campaigns spanning digital marketing and offline. You will be key in establishing and developing the relationship between franchisees and the marketing team to increase the participation of nurseries in marketing activity.

You will manage the workflow from briefing to approval of creative design requests and website updates from various sources. The role will also play a key part in the promotion and use of the Monkey Puzzle Marketing portal 'The Hub' by encouraging the network to take full advantage of the tools and services provided.

The success of this role is measured by the number of nurseries participating in marketing activity, number of enquiries driven through marketing campaigns and positive recognition from the network for marketing support.

We also support your personal growth as you will have the opportunity to develop your expertise to help build a career in marketing at Monkey Puzzle.

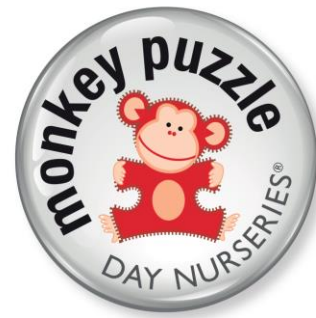
Monkey Puzzle Day Nurseries Ltd

4 Churchgates • Berkhamsted • Hertfordshire • HP4 2UB

telephone: 01442 878887 • email: info@monkeypuzzledaynurseries.com

www.monkeypuzzledaynurseries.com

Registered in England number 5192967 Registered Office: 3a Chestnut House, Farm Close, Shenley, Herts WD7 9AD



Main duties or tasks of the employee

- Manage marketing requests that come through from head office stakeholders and the nursery network onto Trello (workflow management) board e.g Design of marketing communications, website updates etc. Manage the job items through to delivery in partnership with our marketing agency
- Promote and support the rollout to the network of national marketing campaign activity throughout the year
- Support the creation of social media content to deliver against the social media strategy and provide training and support to our nursery teams to develop nursery capability in managing their own social channels
- Be a brand champion, understanding brand creative guidelines and ensure all marketing communications align which brings consistency and quality control to the brand experience
- Assist with marketing reporting (powerpoint) by collecting, analysing, and summarising insight and data from various sources
- Arrange and attend marketing meetings with nurseries as and when required
- Build ad hoc campaign plans for individual nurseries to support their objectives
- Continually check and report on competitor marketing activity, building the market-place picture and influences on our business performance
- Assist with the general preparation for Nursery Open Days and attend events if required
- Assist when required with internal communications and work with our Head Office Charity partner
- Other duties may be required from time to time

Person Specification

Qualities

You'll ideally be...

- A passionate and dedicated person with an **interest in early years** and childcare
- **Curious and investigative**, you'll be able to challenge your own assumptions about situations and challenges
- A **clear and adaptable communicator**, able to clearly convey situations and actions in both written and spoken forms
- A person who **takes ownership and pride in their work** with an eye for what makes great brand communications
- **Creative thinker** that strives for better, using inspiration from any sources to bring forward ideas to improve, with a **brave a courageous approach**, not afraid to make mistakes but learns quickly.

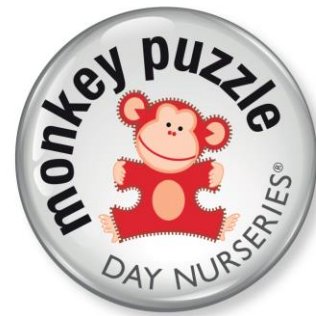
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- **Self-organised, with great attention to detail**
- A person who **works exceptionally well as part of a team**, a natural networker and builds strong working relationships across variety of stakeholders, sharing knowledge, experience and best practice

Knowledge, Skills & Experience (essential & desirable)

Essential:

- Understanding of core marketing principles
- Experience of working in a brand marketing team or marketing agency
- Presenting reports / information through Powerpoint
- Comfortable with **Microsoft Office** (Outlook, Word, Excel, Powerpoint)

Desirable but to really stand out:

- Relevant marketing qualification
- Managing the development of marketing communications through an agency or in-house designer (e.g Adverts, leaflets, digital graphics)
- Use of Facebook, Instagram and LinkedIn for marketing purposes and / or customer service
- Understanding of digital marketing channels (PPC & SEO)

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