



Job Description

Marketing Executive

Routine working location:	Central London, UK
Salary:	Competitive
Closing date:	30th September 2019
How to apply:	Email your CV and covering letter to work@audience.co.uk

Audience are recruiting a permanent Marketing Executive to join our team of live event production specialists. We are an energetic and experienced team, who go the extra mile for our clients and deliver outstanding results every time.

The Company

We are a full-service engagement agency with a belief in the power of real, tangible experience and communications that demand curiosity and conversion from a brand or corporate audience.

We are breaking the mould by cutting the “agency fat” seen in our industry, giving us a competitive advantage whilst keeping procedures creative at every stage. We are an established team taken very seriously, yet the agency is young enough for you to make your future here (no corporate ceilings).

Since opening our doors in 2015 we have worked with some of the world’s most loved brands, companies and countries, creating brand experiences in the UK and beyond. We operate in a wide range of markets with our three departments; Corporate Communications, Brand Promotion, and World Stage across three service streams; Strategy, Creative and Production.

The Role

We are recruiting a Marketing Executive to join the team in a role which will see them working within multiple areas of the business. The ideal candidate will have gained some recent experience working in an agency environment and will have a sound understanding of B2B and B2C campaigns. The primary focus will be to support the business through our digital presence, social media, award nominations, thought leadership pieces and new business priorities.

The Tasks

As part of a small team you will be required to complete your job and work as a team player to achieve greater things in the agency. This role also services our sister company [Yurtel](#). Yurtel are a boutique campsite provider to most major festivals. You’ll be expected to split your time according to the demands of the business, but this is 40% for Yurtel and 60% for



Audience. For this reason, we are looking for someone with B2B and B2C interests and experience.

Typical tasks include (but are not limited to):

- Preparation of competitor analysis and research into their activity.
- Creation of portfolio presentations for the Business Development Manager or Department heads to use in new business.
- Assisting the Business Development Manager with new lead lists (but no direct selling required).
- Writing creative briefs to partner agencies (e.g. web design studios).
- Pulling together marcoms reports for weekly meetings.
- Managing social media calendar and content.
- Blog writing.

The Skills

You will be able to show examples of when you have achieved the skills below and offer your own additional skills over and above the specification. We aren't looking for the acceptable candidate, we are looking for the exceptional one. We are looking for a team player who can work brilliantly under pressure, whilst drawing on personal experience of running event campaigns.

Key skills required:

- World Class plate-spinner
- A proactive problem solver
- Able to manage a list of concurrent tasks calmly and keep them in control
- Keep a meticulous attention to detail in any environment
- Ability to understand when the utmost attention is required to prioritise tasks with certain urgency
- Comfortable working unsociable hours from time to time
- Be self-motivated, self-sufficient and have an accountable attitude
- Remain calm and collected in high stress environments
- Have a hands-on attitude and an open communicator

Your Expectations

We encourage our teams to go through constant training and self improvement, so we expect you to bring ideas on how to do this. But as a start, we expect you to have:

- An undergraduate degree in a related study
- 1 years' experience
- Be proficient in business systems such as MS Office / Google Docs



Expect from Us

- Guided career progression
- G&T policy (give and take flexible working)
- G&T policy (gin & tonics on Fridays)
- Regular team socials
- Sponsored training courses
- Free breakfast and generously stocked kitchen
- Relaxed dress code
- Office dog(s)
- Mobile phone (or monetary contribution)
- Lieu days
- 28 days holiday
- Extra day holiday per year of commitment
- Extra day holiday for birthday, wedding or moving house
- Company subbed holidays, rewards and incentives

We want you to get behind our mission to make live experiences more engaging, however you feel you can through this role. You'll connect the dots, think on your feet and lead our clients on exciting journeys. We love what we do and want you to too.