

Job Title: Marketing Executive

Based: Newbury

Report to: Head of Marketing Communications

About SAM

SAM is a solution supplier to the TV Broadcast and digital media industries. We count the largest media organizations in the world as our customers, from the BBC, ITV, C4, Sky, BT Sport and F1 in the UK – to all major broadcasters through Europe, Asia and the Americas.

We also work with the new media companies such as Netflix, Amazon and Red Bull and are at the forefront of new developments in media such as UHD/4K and virtual reality.

With 15 offices around the world we are truly a global company

Role Objective

To act as the pivotal position within the department between the different disciplines of digital, creative, advertising, PR and strategy. Support each of these processes to deliver against the global marketing plan.

Key Duties & Responsibilities

- Manage PR Agency administrative process
- Actively participate and monitor social media campaigns
- Support the development and deployment of multi-channel marketing campaigns
- Support Marketing department in the daily requirements for running a busy department
- Work on, and at, Major Exhibitions Worldwide (some travelling required)
- Conducting market research, for example using customer questionnaires and focus groups
- Organizing photo/video shoots (new grads, social media, products, promos etc...)
- Printing brochures, organizing the print of promotional giveaways and arranging distribution to exhibitions/regional offices
- Liaise with sales/regions globally for the provision of targeted customer databases to support marketing campaigns

The ideal candidate

The ability to work across all disciplines within Marketing presents an excellent opportunity for the correct person with the “can do” attitude required to work in such a dynamic environment. We are not looking for a fully formed Marketing professional – we want a talented person with the ability to learn and adapt – what you don't know you will be taught.

- Great PowerPoint design skills
- Strong organizational skills
- Ability to make decisions and work autonomously
- Writing skills to draft content

Benefits for working for us

- 37.5 hours per week
- 33 days annual leave (including bank/public holidays)
- Company pension scheme
- Company Private Medical
- Cycle to Work Scheme
- Perks at Work
- 100% Cash Back Medical policy
- Company Life Assurance
- On site canteen
- Free on site parking
- Career progression, long term prospect with a strong company