
Position Description

Title:	Marketing Executive	Key Reporting Relationships:
Reports to:	Marketing Manager, Europe	Marketing Manager, Europe
Location:	Amsterdam	Head of Capital & Operations, Europe Shared Services Team

Role objectives

Reporting to the Marketing Manager, Europe, this role will support Cromwell on day-to-day marketing activities to deliver on its marketing objectives across Europe.

The individual must have a strong digital skillset, to support in driving the production and delivery of content across all digital platforms, including managing Cromwell's European website and social media presence. Knowledge and prior use of CRM in a B2B environment is desirable to supporting on the implementation of the tool across Europe and the management of data to create comprehensive, segmented European marketing lists for direct email marketing purposes and active client management.

In addition, proficiency in PowerPoint is preferred to support with the management, presentation and delivery of pitch documents and marketing materials.

This is a varied, fast-paced and exciting role and the individual must have a can-do attitude and willing to undertake a range of tasks.

In return Cromwell offers a strong development and training programme as well as scope to serve a dynamic environment of company's 20 offices in Europe.

Personal values

Personal and professional values alignment, particularly amongst the management team, is how Cromwell retains its unique culture of success. Our teams of principled and empathetic people build collegiality to create an environment that fosters a drive for accuracy and diligence. With the courage of our convictions we embrace accountability for our decisions and actions. Our humility deeply commits us to continuous improvement.

Position responsibilities

Digital Marketing:

- Effectively manage and continually improve Cromwell's digital marketing presence, including updating and producing content across its European website pages and LinkedIn account.
- Manage personal LinkedIn accounts for key individuals within the European business, as part of a wider profile-raising plan.
- Work with Cromwell's pan-European PR agency, local country media agencies and key stakeholders within the European business on the production of content for dissemination across digital channels.

-
- Produce regular digital reports across Cromwell's European digital channels to support with analysis of content.
 - Keep up to date with innovative digital marketing trends to ensure best practise is used across Cromwell's channels.
 - Support with the delivery, continuous improvement of and utilisation of CRM within the European business. Use CRM to create marketing lists per client segmentation for the distribution of direct email marketing using marketing automation tools.
 - Assisting the Marketing Manager Europe in supporting the Investor relation desk with material, concepts, client management tools and organising events
 - Upload European content, including news and documents, onto the company's intranet page to ensure the platform remains up to date and encourage staff engagement with the tool.

Presentation support:

- Provide timely support on the production, design and delivery of presentation materials working together with the wider team and graphic designer, including producing pitch documents, case studies, templates and other corporate material.

Events:

- Support on the successful delivery of brand related sponsorships and events across Europe, in particular MIPIM and EXPO, to ensure they are all executed to plan and delivered on budget.
- Manage the updating and distribution of a European calendar of events to ensure team representation at all key industry events.

PR:

- Work with the pan-European and local media agencies according to agreed PR plans to drive the delivery of timely press releases, features and speaking opportunities.
- Manage the press release calendar of upcoming releases with regional agencies and marketing responsibilities.

Investor tours:

- Contributing to the development of communications materials for investor tours.

Merchandising:

- Manage the production and distribution of European marketing materials and European Merchandising to local offices to agreed budget. Suggest innovative ideas to drive forwards Cromwell's brand.

Sustainability and Community activities:

- Support in driving Cromwell's community agenda, helping to execute all regional activities and events to budget, as well as meeting and reporting on KPI targets. Work with the Head of European Sustainability on key sustainability activities within the European business.
- Execute other responsibilities and activities as directed by the Marketing Manager, Europe.

Requirements

Qualifications and Experience

- Recently completed Marketing degree or other similar relevant tertiary qualifications required
- Marketing experience in a corporate environment, preferable 2-3 years
- Must have digital and campaign related skills and knowledge
- Must be fully proficient in Microsoft PowerPoint
- Events experience desirable

Personal Competencies

- Exceptionally well organised and detail focused
- Must prioritise effectively, undertaking multiple tasks and meet tight deadlines
- Good communication skills and can build strong working relationships
- Capable of working in a small cohesive team environment
- At all times demonstrates initiative, flexibility, perseverance and enthusiasm
- Willing to travel through Europe on investor tours and visiting our European branches
- Aligned to Cromwell values: principled, empathetic, collegiate, diligent, courageous, accountable, humble, committed, spirited