

Senior Marketing Executive

Job Description

Are you sniffing out your next big job opportunity? PitPat, the UK's number 1 dog activity monitor, is looking for a Senior Marketing Executive to join our growing marketing team.

Dog owners love what we do and we're proud to say that we're the fastest growing pet tech company in the UK - about to celebrate our 5th birthday. This year we launched the UK's first dog health and fitness club (some call it 'vitality for dogs') and we're about to embark on a national TV campaign focused on raising awareness and getting the nation's dogs and owners 'mad for walkiees' (you'll understand when you see the ad!). It really is an exciting time to join us on our journey and a great opportunity to be a fundamental part of a growing and successful brand.

Responsibilities:

As Senior Marketing Executive, you will report to the Marketing Manager and be responsible for the delivery of the consumer brand plan. You will ensure effective, creative and efficient implementation of the marketing plan across digital, social and PR channels. This will include event activation and talent management, managing external agencies and internal stakeholders.

Content creation

- Adaptation of master creative assets (experience using Adobe Creative Suite or similar is desirable but not essential)
- Co-creation of content with partners and ambassadors
- Curation of user generated case studies
- Management of PitPat's asset library

Partnership delivery

- Day-to-day delivery of partnership requirements including; content, PR, social media, emails, events and discounts

Social media

- Management and growth of organic social media channels
- Content and asset creation

PR

- Day-to-day liaison with PR agency
- Content and asset creation, approval and management

Event management

- Event planning and logistics including; staffing, management of promotional assets, transport and accommodation, set up and breakdown
- Talent and ambassador management

Reporting

- Updating the weekly marketing activity schedule
- Monthly brand activity reports including analysis and recommendations across social media, PR, events and partnerships

About you:

We are looking for a highly motivated, ambitious and innovative marketeer with strong commercial acumen, communication and problem-solving skills. Additionally, we're looking for someone who understands what it's like to be a dog-owner; be that as one yourself, a frequent 'borrower' or a general animal lover! You will;

- Have the ability to understand the bigger picture and adapt quickly and creatively to solve problems
- Be able to work autonomously and thrive in a fast-paced, evolving work environment
- Be an innovative thinker with a clear understanding of how your decisions affect business strategy
- Have fantastic communication skills and be able to engage with both internal and external stakeholders effectively

Experience:

Min. 3 years marketing experience (ideally in a Blue chip, FMCG business or Marketing agency)

- Specifically, social media, content management and event management experience is essential

Education:

Degree level or higher

Benefits of the role include:

- 25 days holiday
- Pension scheme
- Dog friendly office
- Garden with BBQ
- Well stocked kitchen
- Pawsome team social events

Job reference: PP-JOB-17

Reports to: Marketing Manager.

Location: 5 Brooklands Avenue, Cambridge (a short walk from Cambridge train station).

Remuneration: £25-30k based on experience + benefits.

Start date: ASAP.

How to apply: If you think you'd be pawsome in this role, and you're interested in talking more about it, please send your CV and an email telling us why you think you'd be a great member of our pack to talent@pitpatpet.com. Strictly no recruiters – we will bark at you.