

Marketing Executive at PulseLearning

PulseLearning is a global leader in learning and development. In addition, we are leading the way in mental health and wellness with our "I Am Here" business, a start-up established in 2018. We are currently recruiting a driven Marketing Executive who is proactive, creative, and collaborative with solid attention to detail. You will support our Marketing and Sales Enablement teams. This is a unique opportunity to join a business that is enabling change for companies all over the world.

Working alongside the Head of Sales Enablement and Marketing, you'll ideally have a strong grasp of the current marketing tools and strategies available to lead integrated marketing campaigns in a fast-paced environment. Project management skills are a must. As part of this journey, you'll get to work with and learn from our senior team and our internal and external stakeholders.

Specifically, you will:

- Co-ordinate internal projects from Product, Marketing, Activation, and Sales Teams. This will involve scheduling internal teams and external partners.
- Develop and execute marketing campaigns that are aligned with our company goals and commercial strategy.
- Ensure that our brand standards are maintained across several platforms. This includes but is not limited to social channels, our websites, and Client assets.
- Work with our social media and content manager to integrate the efforts by recording progress.
- Build cross-functional relationships with internal/external partners and agencies.
- Monitor market activity.
- Assess marketing and sponsorship opportunities.
- Assess events or awards we may enter, and support submissions.
- Assist our head of marketing with the creation of some PR materials.
- Analyse and report on the status of projects, campaigns, and successes.
- Manage multiple simultaneous projects in a timely manner.
- Keep the sales CRM database up to date with inbound leads and assign them to the Sales Team.
- Co-ordinate all Marketing email campaigns.
- Work with Sales and Marketing to identify gaps within Marketing data.
- Identify and take ownership of opportunities to improve market intelligence effectiveness.
- Maintain an inventory and directory of sales support materials, making sure all resources are accurate and current while coordinating new material creation as needed.

Skills and experience

- Excellent time management skills and ability to multitask and prioritize work
- Understanding of project management principles
- Attention to detail and problem-solving skills
- Excellent written and verbal communication skills
- Strong organizational and planning skills
- Proficiency in Microsoft Office
- Experience in project planning tools and scheduling resources

What you'll bring

- A degree in marketing or a related field

- 2–3 years' experience ideally in a marketing role (preferred)
- Previous experience demonstrating strong project management skills
- High degree of efficiency and organization with acute attention to detail
- Excellent written and verbal communications skills and the ability to move in a fast-moving, agile environment
- Digital marketing skills will be valuable but are not a prerequisite, and we would love if you were comfortable with Adobe Photoshop, Canva, and email marketing software.