



Harnessing data
Empowering wholesale
foodservice & convenience

JOB VACANCY: Digital Marketing Executive

Background:

Due to continued growth and an internal restructure, we are looking for a Digital Marketing Executive to support our marketing and customer acquisition activities. Reporting to TWC's Director of Marketing & Communication, this role will contribute to the delivery of all TWC's marketing and lead generation activities.

TWC undertakes online and offline marketing, including traditional print advertising, trade events and exhibitions as well as digital activity to attract new business, developing existing clients and to elevate brand awareness.

Supported by line management, the job tasks would broadly include: being involved in checking copy and editing artwork; administrating market research projects; responding to new leads via telephone and email; social media; and reporting. Ultimately, we want to identify and nurture potential customers and marry up their needs with our suite of products. Qualified leads would then be passed over to our directors to follow up with face-to-face. We also want to enhance our marketing programme to existing clients to encourage cross sell and upsell.

We have recently invested in a new CRM system which provides best-in-class tools to support these activities. The successful candidate would therefore have top notch digital tools to support their task, as well as working alongside the rest of our committed team to deliver a seamless experience for all our clients and potential customers.

This role offers heaps of potential for the right candidate, we are a small but ambitious business, and our agility means that new opportunities regularly present themselves. What we are looking for is a self-starting individual who is keen to learn and curious; full training and support will be given but ownership of the customer acquisition and retention process is there for the taking and we are open to ideas about how it can be further improved.

Job spec:

- Analyse marketing activity to report back to the business
- Respond to new enquiries/leads via telephone or email on CRM system
- Identify 'warm' targets who are engaging with our campaigns
- Exploit automation tools within our CRM system to create sequences for these contacts so that each time they interact with our campaigns this triggers the next step in the workflow
- Nurture potential customers with relevant and personalised communication
- Tailor our suite of resources (such as sales presenter presentations and credentials documents) to match the identified needs of a potential customer
- Create relevant and engaging content to showcase who we are and what we do on and offline – for email marketing campaigns, social media, trade events and advertising
- Brief agencies (e.g. designer, PR agency)
- Build relationships remotely via email and phone call – get to know contacts by asking the right questions to understand how TWC's products may be able to help them
- Once qualified, set up face-to-face meetings with identified leads for our directors



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- Develop a client retention programme of ongoing client communication and client satisfaction metrics

Applicant profile

- At least 12 month's previous work experience – full training will be given but some business experience would be beneficial
- A digital native who enjoys engaging with technology/digital tools
- Process oriented; a completer-finisher who can effectively manage a task list and follow up as needed
- Analytical skills – ideally Excel (pivot tables/VLOOKUPS)
- Confident responding to senior contacts via phone or email
- Self-motivated and able to get things done, but also happy working as part of a team
- Shares TWC's values of transparency, loyalty, ambition and customer-centricity
- Experience responding to leads from new enquiries
- Experience of WordPress – desirable
- Experience of HubSpot (or similar CRM system) – desirable
- Experience of market research – desirable

Work pattern

- Full time
- Hybrid working – we work from our office in Milton Keynes as well as a shared space in central London (Liverpool St)
- Salary – competitive based on experience

About TWC

TWC is a data and digital consultancy – we harness data to empower the wholesale, foodservice and convenience retail channels. With a vision for these channels to be truly data led, we are passionate about helping our clients thrive and we provide reporting platforms, market research and insight, designed to drive growth for operators and their suppliers.

Everything we do is underpinned by our values of transparency, loyalty, ambition and customer-centricity. Find out more about who we are and what we do at <https://twcgroup.net/>