

Job Description: Junior Marketing Manager

Reporting to: Head of Global Client and Business Development

Department: New Business and Marketing

Location: London

Context – Havas People

Havas People is part of Havas Group, one of the world's largest advertising and communication networks. We are specialists in building connections between brands and talent through brilliant communications. We help to attract and recruit the best talent, then we help organisations to achieve the best performance through those people. (www.havaspeople.com)

Position Summary

The Junior Marketing Manager role is global with responsibility for co-ordinating and managing all elements of Havas People's marketing activity across all our locations.

Main Duties and Responsibilities

Global marketing

- Create and deliver co-ordinated marketing plans to raise awareness of our offer.
- Work closely with our New Business Director, Education Director and Engage Director to ensure all lead generation campaigns are supported with the appropriate marketing material.

Event Management

- We deliver a series of Havas People branded global thought leadership events throughout the year. You would be responsible for planning, marketing, co-ordinating and executing these events including sourcing appropriate external speakers.
- Identifying relevant external events and exhibitions for us to attend, managing our attendance, arranging exhibition stands and collateral etc.

Case studies / Awards Entry

- Liaise with Client Service and Creative to create and keep updated a comprehensive, global case studies library.
- Manage creation and production of Havas People marketing collateral.
- Manage the production and submission of awards entries.

Havas People websites

- Ensure the Havas People websites are regularly updated with news, case studies etc.

Social Media

- Actively contribute to Havas People's social media presence through personal use of blogs and social channels, as well as encouraging other members of staff to do the same.
- Create and run email marketing campaigns.

- Identify relevant industry media (RI5, HR Magazine) and ensure our brand is front of mind.

CRM

- Act as Project Manager for the Havas People CRM system ensuring the smooth implementation and ongoing usage of the system.

Budgetary & Reporting responsibility

- You will work with the Head of Global Client and Business Development to agree the annual budget for sales and marketing activity and monitor spend on an ongoing basis. This will involve a monthly reporting of spend vs. budget.
- You will be responsible for maintaining the reporting of all marketing activity.

Decision-making and Accountability

You will have day to day accountability for decisions around:

- Solutions to propose to the business – where relevant in consultation with colleagues/your manager.
- Delegation and management of work within our Internal teams.
- You will be a confident decision maker able to solve problems and use your powers of persuasiveness to get the results that are best for the business.

Main Internal Connections

- | | |
|----------------|----------------------------------|
| • New Business | • Strategic Planning and Insight |
| • Creative | • Client Services |
| • Studio | • Finance and HR |
| • Media | |

Qualification/Knowledge Requirements

No specific qualifications are needed other than a full UK driving licence (non-London roles). What matters most is your experience (see below), your willingness to learn quickly about the range of Havas People services and solutions for clients, your drive, determination and enthusiasm for our business and a demonstrable desire to help us succeed.

Experience

You must demonstrate experience in an advertising/marketing background in a similar role involving business development and project management. Ideally you will have worked in recruitment or product advertising and have an understanding of the challenges facing senior HR people and about recruitment advertising.

Skills

- Communication – fluent and professional verbal and written English - you should be able to write and proof copy.
- Numeracy skills to be able to understand marketing budgets.
- Computer aptitude and keyboard skills.
- Demonstrable excellence in customer service (Internal).
- Organisation and project management skills.
- Negotiation, sales and persuasion skills.

Core Competencies

- Leadership to get the most from your team and be a role model.
- Creative thinking and problem solving to come up with solutions.
- Tenacity, resilience, flexibility and judgement to deal with difficult situations.

We expect all our employees to role model behaviours linked with our core values:

- **We roll-up our sleeves:** We know that if you're prepared to work hard, you can put your name to something great. If we say that we're going to do something, you can be sure that we'll do it.
- **We work together:** We respect each other, we enjoy sharing ideas, and we know we can rely on one another. Which means we can achieve more as a team.
- **We ask, "What if?":** We're curious about the world around us, and know that if we never stop questioning, we will never stop discovering more.
- **We find a way:** The most exciting opportunities can initially seem impossible. By staying flexible and keeping open minds, we can always find a way.

Havas People aims to ensure that no potential or current employee is treated less favourably because of their age, religion or belief, race, disability, sex, sexual orientation, gender reassignment, marital/civil partnership status or because of pregnancy or maternity leave.