

Marketing Executive

Hybrid central London role

£28,000 – £35,000

Do you have a passion for technology, sustainability and innovative marketing? Are you excited about using emerging technologies to create a better planet and places for people? Then look no further.

The Role

We are looking for an early-career marketer who is excited by the opportunity to join a rapidly developing technology business. You already have some experience – in a marketing role, and, or from your marketing degree – and are hungry for the opportunity to help shape and deliver an integrated marketing programme across digital, PR and events.

With support, you will:

Accountabilities

1. Create, manage and execute the content plan:
 - Monthly upcoming content planning and review on progress and results
 - Management and creation of marketing materials based on the marketing plan:
 - Inbound marketing – blogs, webinars, and videos
 - Outbound marketing – newsletters and campaigns
2. Website Management:
 - Updating and maintaining the website content and links
 - Tracking KPIs against agreed plan
 - Using Google Analytics to improve insight and measurement
 - Management of suppliers (SEO tracking and management)
 - Collaborate with the SEO specialist to ensure content aligns with search optimisation goals
 - Management of the creation of external content

3. Social Media Management:

- Creation of the social media plan to drive leads
- Tracking against KPIs
- Management of company social media pages (LinkedIn, YouTube and X)
- Management of social media suppliers (posting and content creation)

4. Sales Support:

- Supporting the management and creation of sales collateral including case studies, proposals, presentations and data sheets
- Working with the sales team to support lead generation

5. Public Relations:

- Management and creation of podcasts and PR content (e.g. magazine articles)
- Research into company awards
- Management of entry into company awards

6. Event Management:

- Arranging logistics of event (e.g. venue booking)
- Management of marketing of events via various channels including LinkedIn
- Design and sourcing of exhibition material, merchandising, etc

7. General Marketing Activities

- Creation and upkeep of branding elements
- Creation and editing of general graphics work including software UI graphics
- Liaison with various suppliers as necessary
- Producing marketing reporting for regular meetings

Essential criteria

- Bachelor's degree in Marketing, Digital Communications, or related field
- Previous experience within an office-based environment – ideally a marketing team
- Good written communication skills with the ability to adapt writing style to different platforms
- Experience with content management systems (WordPress or similar)
- Proficiency in image and video editing software
- Strong time management skills with ability to handle multiple tasks simultaneously
- Desire to learn and grow within a dynamic marketing environment
- Demonstrable proactive behaviour within a work environment
- Excellent organisation skills
- Excellent attention to detail and ability to follow specific instructions
- A team player, ready to adapt and learn in a fast moving start-up environment

Desirable criteria

- Working knowledge of Google Analytics
- Previous experience of Sales Navigator or similar
- Experience with social media scheduling tools
- Basic understanding of SEO principles and content optimisation techniques
- Knowledge of GDPR regulations

To apply

If you have what it takes to shape the future of buildings and cities with your data analytics and emerging technologies expertise, please send your CV and cover letter to HR@smart-viz.com. Please include "Marketing Executive" in the subject line.



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We are a flexible and equal-opportunities employer

Our social impact policy

Our equality, diversity and inclusion policy

Modern slavery policy