



Junior Marketing Executive

Map of Agriculture, Somerset

About

Map of Agriculture is a rapidly growing data business specialising in the agri-food sector. As a global pioneer in agricultural analysis and modelling technology, we provide expert knowledge and insight from our platform, products and services to agriculture and the food chain industries from our offices in the UK and New Zealand.

Providing access to intelligently sourced data and information from farms, we enable businesses within the agriculture industry and food chain to maximise the impact of planning and decision-making through data-driven insights and decision support.

To support our steep growth trajectory, we now need a marketing executive to support our business development operations to help us further position and promote the business across our target territories and market segments.

Brief

We are looking for a talented Junior Marketing Executive to undertake marketing initiatives for the benefit of our company. You will organise and lead marketing and promotional activities that can make a difference as part of our business development team.

The ideal candidate will be looking for a first or second role since graduating and be passionate for the “art” of marketing in the agri-food sector. They will have an abundance of ideas for effective brand building and bring a strong arsenal of techniques and methods to promote our solutions, raise awareness and support the business development team in their endeavours.

The goal is to reach out to the market and cultivate our current and future clients’ interest and confidence in our solutions in ways that strengthen our reputation and facilitate our continuous growth.

Key responsibilities

Reporting in to our Chief Commercial Officer, the key responsibilities include:

- Working with our strategy group to understand overall business vision, KPIs and measures of success
- Turning our vision into cogent and effective marketing strategies and tactics including:
 - Organising and overseeing communication campaigns and resources, exhibitions and events

- Writing and managing content for diverse client demographics (social media, brochures, press releases, website material etc.)
- Fostering and maintaining relationships with important stakeholders, partners and collaborators
- Assessing the effectiveness of marketing activities and making recommendations on future approaches using various metrics and submitting reports on performance
- Collaborating with managers in managing and monitoring marketing spend

Requirements

- Graduate degree in marketing, business administration or relevant discipline
- Excellent understanding of marketing techniques and relevant data analysis/statistical methods
- Thorough knowledge of strategic planning principles and marketing best practices
- Proficient in MS Office and marketing software (e.g. CRM)
- Native user of social media and web analytics
- Excellent communication and people skills - including high standard of writing skills and ability to develop persuasive and compelling material
- Strong organisational and time-management abilities - self starter
- Creativity and commercial awareness
- Willingness to travel (mostly domestically in the UK) and work away from home from time to time
- Full UK driving licence
- Right to work and live in the UK

Location

Map of Ag is a diverse business with offices in Cumbria, Somerset, Suffolk and Yorkshire in the UK, and Waikato, New Zealand. Ideally, this role would be located from our Frome, Somerset office, reporting to our Chief Commercial Officer who is based there. There will need to be some seasonal commitment to various office locations particularly based around our national events.

Reward

Map of Ag offers a competitive salary for the role together with five weeks annual holiday (plus public holidays) and a workplace pension scheme.

Apply here

<https://rezare-systems.breezy.hr/p/570760f15f1b-junior-marketing-executive-map-of-ag-ltd-rezare-systems-uk-ltd/apply>

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