

# Marketing Executive (temporary)

## ROLE PURPOSE

The Instant Group is the global leader in providing flexible workspace solutions and we're looking for a Marketing Executive to join the team on temporary basis.

The role will help us deliver a series of critical events across Europe in September & October. The role will focus on delivery of digital communication including email and social media to increase awareness and brand activity to [www.theinstantgroup.com](http://www.theinstantgroup.com)

The ideal candidate will have proven event, email and content marketing experience and a keen awareness of how digital activity translates into commercial reality.

You will report directly to the Corporate Marketing Manager and the Head of Marketing - you will be part of a wider global team of eight.

## KEY RESPONSIBILITIES

- Deliver a series of events including slide creation (PPT) and event comms (email / social)
- Point contact for all events across EMEA, including our own UK event with 200+ attendees
- Create regular emails to the company email database / corporate clients / partners
- Deliver a weekly internal email with summary of global press coverage / research insights
- Manage & report on the automated email inboxes
- Manage website content using various CMS' (Umbraco and WordPress)
- Check and approve social media content provided by our digital agency
- Create blog articles using WordPress
- Various ad hoc digital / content related tasks
- Manage the translation of content into foreign languages (using freelancers and agencies - the ability to speak other languages is not required)
- Prepare regular email marketing and website analytics reports

## BACKGROUND AND EXPERIENCE

- The candidate must have experience managing email campaigns via email software such as Active Campaign (our current provider), Mailchimp, etc.
- B2B experience is preferred, with high attention to detail & ability to manage multiple workstreams
- Experience using content management systems (WordPress / Umbraco, etc)
- Experience using Hootsuite, Facebook, Twitter and LinkedIn
- Experience with Google Analytics desirable
- Experience in a fast paced, digital focused business
- Proven experience of identifying and solving problems using their own initiative
- You will have a genuine passion for what you do and possess a positive "can-do" attitude.
- Digitally tech 'savvy' with a genuine interest in technology evolution and how that applies to driving business growth

# Working at Instant

## About The Instant Group

Founded in 1999, The Instant Group is a workspace innovation company that rethinks workspace on behalf of its clients injecting flexibility, reducing cost and driving enterprise performance. Instant places more than 7,000 companies a year in flexible workspace such as serviced, managed or co-working offices including Sky, Network Rail, Capita, Serco, Teleperformance, Worldpay, and TMF making it the market leader in flexible workspace.

Its listings' platform [Instant Offices](#) hosts more than 12,000 flexible workspace centres across the world and is the only site of its kind to represent the global market, providing a service to FTSE 100, Fortune 500, and SME clients. With offices in London, Newcastle, Berlin, Haifa, Dallas, New York, Miami, San Francisco, Hong Kong, Sydney, Singapore, and Kuala Lumpur, The Instant Group employs 230 experts and has clients in more than 150 countries. It has recently been included in the 2018 Sunday Times' HSBC International Track 200.

## A business is only as good as its people

It's not all noses to the grind-stone though; Instant is a fun and dynamic place to work, where colleagues support one another and where the next social event is always just around the corner. We have been rated as one of the best small companies to work for and as one of the top companies with the fastest-growing international sales by the Sunday Times and are committed to continuing to make Instant a great place to build a career.

Instant is a values-driven organisation. We adopt and live by our values:

- We are passionately client focussed 24/7, 365
- We operate with integrity and a sense of fun
- We build long term client relationships based on trust
- We question convention with the desire to improve performance
- We collaborate in teams to create solutions that solve client problems
- We strive for excellence in all that we deliver
- We attract and develop the most talented people

We are a fast growing business with an exciting and vibrant atmosphere, where staff are encouraged to think for themselves and are rewarded for contributing to our success.

To support our ambitious growth plans, we want to attract and develop the best people – resourceful, committed individuals with relevant experience and a client-centric mind-set.

## The details

We pay market salaries and the right person will be offered a package according to their experience.

You will be based at our head office at the Blue Fin Building in Southwark but may be required to work on a client site. The building boasts amazing views over London with café, coffee shop, roof terrace and paid gym in the basement.

The area itself (Bankside) is one of the oldest parts of London – entrepreneurs, artists and revellers have flocked here for almost 2,000 years. It is one of London's most vibrant areas, with a heady mix of culture, foodie delights, attractions and architecture. Bankside was once known as London's larder, it's a title that lives on today in the fresh produce of Borough market and the wealth of fine restaurants, pavement cafes and shops surrounding it.

You will work 9am to 6pm Monday to Thursday and 9am to 4pm on Fridays.

## For more information please contact Alice Mitchell:

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