



ENERGYQUOTE JHA

Job Title: Marketing Executive

Reporting to: Head of Marketing

Staff responsible for: None

Location London office (3 days) and Horsham office (2 days)

Background Information on the company: Energy Management Brokers, trading as ENERGYQUOTE JHA, is an independent and privately owned pan-European energy consultancy who has been delivering bespoke solutions to Customers since 1973. Pioneers in product development and technological solutions we were the first company to launch a UK e-sourcing energy platform and services across Europe.

We have built long term relationships with many Euro 500 and FTSE 250 customers, both in strategic consultancy and the delivery of energy procurement. Its wider services include a web based e-sourcing system for power and gas, full bureau services with data monitoring and financial management capabilities, market pricing and analysis, market intelligence publications, workshops, seminars, risk management, Carbon and Sustainability and energy and water audit services.

ENERGYQUOTE JHA have offices in London (UK), Horsham (UK), Milan (Italy), Liege (Belgium), Brussels (Belgium) and Iasi (Romania).

ENERGYQUOTE JHA is a dynamic and energetic company. It thrives on the ability of its employees to demonstrate leadership, solid commercial judgement and a desire to drive the company forward providing solutions with a "can-do" attitude.

The department and the Purpose of the Job: Work with the Head of Marketing to implement a marketing plan that consolidates EnergyQuote JHA position as the first choice for professional Energy Buyers in the UK and Europe.

Duties & Responsibilities: The primary duties and responsibilities of the role are as follows:

1. Sales support

- To generate warm leads for the sales team to pursue through direct marketing campaigns, exhibitions and seminars and other appropriate marketing activities.
- To produce content for new sales collateral and update that of existing collateral, ensuring consistent messaging in line with established tone of voice guidelines.
- To drive the identification and collation of new client case studies and testimonials
- To provide communications support for key business proposals, ensuring company is correctly positioned to potential clients



2. Relationship Management support

- To improve customer retention by thoroughly researching their needs, and devising product and marketing solutions to meet those needs
- Create new collateral that will improve the relationship that clients have from the moment they sign up with EnergyQuote JHA Look at each touch point and set up a communication calendar.

3. Full management of communications calendar

- Create and maintain external and internal communications calendar to ensure a series of regular communications go out to target groups accurately and on time (internal newsletter, client newsletter, market bulletin etc)
- Drive content and design of these communications, working with key stakeholders across the business

4. PR

- Manage the business PR function, working with an external PR consultancy to identify opportunities for coverage in both print and online media
- Chair regular brainstorming meetings with key staff to generate new ideas for articles that can help deliver thought leadership within our industry
- Coordinate content for features and responses with staff who have specific expertise in the area concerned
- Provide regular reports on coverage achieved and measure its effectiveness in terms of warm leads generated

5. Research

- Undertake regular client research (including contacting clients who have recently terminated with us) and identify how sales activities and customer retention can be improved as a result
- Undertake competitor research to keep updated with developments in the marketplace that other consultancies are participating in (PR and advertising opportunities, event attendance etc)

6. Campaigns and advertising

- Research and implementation of advertising strategy across print and online media to increase company exposure to target audiences
- Assist the campaigns manager in producing at least one direct mail/email campaign per month to address buyers' needs and current issues within the industry, and to maintain records on response rates

7. External and internal website

- Produce content for the external website that is in line with key messaging and tone of voice
- Update content for the website and staff intranet on a regular basis to ensure it remains 'current' for returning visitors. This



includes updating PR coverage, event participation etc.

- Monitor and track external web registrations, e-bulletin subscriptions and market intelligence trials
- Plan and implement a strategy for search engine optimisation to increase traffic to the website.

8. Weekly reporting and quarterly objectives

- Maintain a weekly report that demonstrates your performance against the key performance indicators, plus complete all quarterly objectives. You will meet with the Head of Marketing once a week to review progress.

Person Specification: The candidate should possess the following essential attributes:

A strong proposition development ability and should be able to easily identify product/service unique selling points. Strong communication and writing skills are essential.

Ability to launch products/services by targeting and segmenting the market. Establishing and implementing the marketing activities required to deliver launch successfully.

Demonstrate that they have delivered marketing projects which have required team leadership and people management skills. They should be able to work effectively with stakeholders from across the business and, in particular, senior management in order to meet project deadlines.

Show strategic thinking and be able to develop the company brand through effective marketing activities, whilst ensuring all budgets are maintained.

- Qualifications/experience: -
 - Proven experience in Business-to-Business marketing, preferably within an energy-related or financial services environment.
 - A Marketing or Business-related degree and/or CIM (Chartered Institute of Marketing) Diploma or working towards.
 - A good working knowledge of Microsoft Word, Excel, Explorer, e-mail & PowerPoint. Desktop publishing skills an advantage – Indesign.
 - Language skills an advantage.
- Personal Skills: -
 - A self-starter.
 - Excellent written communication skills.
 - Attention to detail and a creative flair.
 - Able to work effectively both autonomously and with other key members of the business.
 - Well organised and a strong co-ordinator.
 - Able to execute plans within time and budget



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constraints.

- Ability to negotiate with suppliers

- Circumstances: -
 - Ideally live within 60 minutes of the office.
 - Prepared to work the necessary hours to meet deadlines.

CV's

Please send all CV's by email to job.application@energyquote.com