

## Job Description: Marketing Executive

This job description sets out the scope of the role of Marketing Executive at HSL, together with the main duties of the position at the date when it was completed. It does not include or define all tasks that may be expected to be carried out. Duties may vary from time to time without changing the nature of the position or the level of responsibility.

This document should be read in conjunction with supporting documents covering the application process and providing information specific to this position at the time it is being advertised (location, benefits, company information).

### Scope of role

- To work as part of a motivated team who ensure all corporate communication and marketing is aligned to the company's overall goals
- To assist with the development of marketing strategy
- To plan and carry out marketing activities
- May involve some national / international travel
- Position reports to the COO

### Key responsibilities

- Communicating with both internal and external parties, including customer relationship marketing
- Liaising with third party suppliers (i.e. design agencies, PR agencies)
- Involved in planning and executing HSL's marketing strategy
- Monitoring and reporting visits, hit rates using Google Analytics
- Ensuring all marketing collateral is relevant and up-to-date
- Performing, monitoring and reporting on social media activities
- Producing marketing monthly reports
- A degree of Account Management will be involved with this role
- Market research and analysis, keeping up with key trends in the industry
- Maintaining detailed knowledge of HSL's products and services

### Key skills and experience

- Proven track record in marketing activities
- B2B marketing experience required
- Technical B2B marketing experience preferred
- Experience with Google Adwords / Analytics advantageous
- Copywriting skills advantageous
- Proactive and highly organised

### Key behaviours

- Attention to detail
- Creative, articulate and confident
- Ability to work autonomously
- Bright, enthusiastic, self-motivated and driven
- Ability to use initiative in problem solving
- Work as part of a team
- Maintain a professional manner and polished appearance at all times



## **ABOUT HSL**

HSL (Hay Systems Ltd) is a provider of mobile messaging services, infrastructure vendor and independent mobile network operator. HSL's focus is on the quality and reliability of its services and products through the strong technical emphasis of the company.

HSL was formed in 1999 and has evolved into an infrastructure vendor and mobile operator having originally been established as an SMS gateway service provider. SMS remains a core activity through the Mobile Messaging division of the company. The Mobile Networks division of HSL provides other mobile services and develops SMSC, HLR, AuC, MSC, BTS and BSC products.

## **CONTACT DETAILS**

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