

Disgrifiad Swydd

Teitl y Swydd	Swyddog Gweithredol Marchnata
Yn adrodd wrth	Rheolwr Marchnata Digwyddiadau
Diben	Darparu cymorth marchnata a chynnwys o'r dechrau i'r diwedd i'n rhaglenni cymorth busnes, gan yrru recriwtio i raglenni a digwyddiadau ochr yn ochr â chreu cysylltiadau, cyfathrebu, a chysylltiadau cyhoeddus.

Cyfrifoldebau Allweddol	Tasgau Penodol	Amcan Busnes
Ymgyrchoedd marchnata	<p>Cynllunio, dylunio, cyllidebu, cyflwyno a gwerthuso ymgyrchoedd marchnata ar-lein ac all-lein yn strategol ar gyfer y rhaglenni a ddyrannir i chi neu raglenni eraill os bydd angen gan eich rheolwr llinell, gan ddefnyddio tactegau arloesol, offer cynhyrchu cysylltiadau a sianeli cyfathrebu lluosog i:</p> <ul style="list-style-type: none"> • Meithrin a datblygu cysylltiadau. • Proffilio a sgorio cysylltiadau. • Cadw cleientiaid presennol. • Cynyddu ymwybyddiaeth brand. • Cynyddu ymgysylltiad y rhaglen. • Cynyddu maint ac ansawdd y recriwtio i raglen digwyddiadau. • Lleihau cyfradd gadael digwyddiadau. • Bodloni amcanion cyllidwyr. • Cynyddu profiad ac ymgysylltiad mynychwyr cyn ac ar ôl y digwyddiad. • Cefnogi'r gwaith o gyflawni targedau cytundebol a DPAAu cyfathrebu. <p>Gweithio gyda chleientiaid i ddeall amcanion ymgyrchoedd a datblygu cynllun marchnata effeithiol i gyflawni canlyniadau y cytunwyd arnynt.</p> <p>Mapio ac olrhain holl fannau cyswllt ymgyrchoedd yn y calendr marchnata, gan sicrhau ei fod yn cael ei ddiweddarau, a bodloni terfynau amser.</p> <p>Ysgrifennu testunau gafaelgar a dylunio delweddau deniadol i sicrhau trosiannau/ymgysylltiad.</p> <p>Sicrhau bod yr holl asedau yn dilyn y canllawiau cydraddoldeb, amrywiaeth a chynhwysiant.</p> <p>Olrhain a dadansoddi canlyniadau'r ymgyrchoedd, gan fynd ati i awgrymu newidiadau, sianelau newydd, offer ac arferion gorau i wella perfformiad.</p> <p>Adrodd wrth eich rheolwr llinell ac uwch reolwyr Newable ar berfformiad ymgyrchoedd a dangosyddion perfformiad allweddol cyfathrebu.</p>	Ymgysylltiad a boddhad cwsmeriaid uchel

<p>Cydymffurfiaeth brand</p>	<p>Sicrhau bod eich holl weithgareddau marchnata yn bodloni'r gofynion brand a naws a bennir gan gyllidwyr y rhaglenni a ddyrannir i chi ac yn cyd-fynd â chanllawiau brand a hunaniaeth Newable, os bydd angen.</p> <p>Pan fo angen, sicrhau bod yr holl asedau'n cael eu cyfieithu a'u creu'n ddwyieithog yn unol â gofynion cyllidwyr.</p> <p>Sicrhau bod yr holl asedau'n cynnwys ystod amrywiol o ddelweddau ac arddangos cydraddoldeb a chynwysoldeb.</p>	<p>Bodddhad cwsmeriaid uchel</p>
<p>Awtomeiddio marchnata</p>	<p>Defnyddio llwyfannau CRM lluosog a systemau e-bost i adeiladu, profi ac amserlennu ymgyrchoedd marchnata e-bost ac eraill o fewn y terfynau amser y cytunwyd arnynt ar gyfer eich rhaglenni a ddyrannwyd neu raglenni eraill fel y bo'n ofynnol gan eich rheolwr llinell.</p> <p>Rheoli a chadw'r wybodaeth ddiweddaraf am y templedi cyfathrebu e-bost awtomataidd yn llif digwyddiad Salesforce ar gyfer eich rhaglenni a ddyrannwyd neu raglenni eraill fel y bo'n ofynnol gan eich rheolwr llinell.</p>	<p>Effeithlonrwydd busnes</p> <p>Creu cysylltiadau addas</p>
<p>Segmentu data a chydymffurfiad GDPR</p>	<p>Segmentu'r gynulleidfa yn effeithiol ar gyfer pob ymgyrch i sicrhau'r effaith fwyaf posibl a gwella ymgysylltiad a throsiannau cleientiaid.</p> <p>Gorfodi protocolau prosesu data i gydymffurfio â gofynion GDPR ar gyfer data rydym yn ei brosesu ar gyfer ein cleientiaid.</p>	<p>Cydymffurfio â diogelu data</p>
<p>Y cyfryngau cymdeithasol</p>	<p>Rheoli ac integreiddio sianeli ar y cyfryngau cymdeithasol ar gyfer y rhaglenni a ddyrannir i chi neu raglenni eraill fel y bo'n ofynnol gan eich rheolwr llinell.</p> <p>Cynllunio, dylunio, rheoli'r cyfryngau cymdeithasol, dadansoddi perfformiad ac adrodd ar gyfryngau cymdeithasol ac ymgyrchoedd PPC wedi'u hanelu at:</p> <ul style="list-style-type: none"> • adeiladu cymuned ymgysylltiedig • cynyddu ansawdd a maint recriwtio i raglenni a digwyddiadau • cynhyrchu, meithrin a throsi cysylltiadau • <p>Cysylltu ag asiantaethau allanol i gynllunio a chyflwyno ymgyrchoedd ar y cyfryngau cymdeithasol a PPC gyda'r nod o gyflawni'r amcanion uchod.</p>	<p>Lleoli Newable yn arweinwyr meddwl wrth helpu busnesau i ddechrau, cynnal a thyfu.</p> <p>Lleoli cleientiaid Newable yn arweinwyr meddwl yn eu diwydiant</p>
<p>Dylunio cynnwys a deunydd cyfochrog</p>	<p>Gan ddefnyddio eich sgiliau ysgrifennu testun gorau, creu cynnwys arweinyddiaeth meddwl a gafaelgar ar gyfer y rhaglenni a ddyrannir i chi neu raglenni eraill fel y bo'n ofynnol gan eich rheolwr i gofnodi effaith ein</p>	<p>Cynyddu recriwtio rhaglenni a digwyddiadau a chynhyrchu cysylltiadau newydd.</p>

	<p>cymorth a chodi proffil Newable a'n cleientiaid megis, ond heb fod yn gyfyngedig i, astudiaethau achos, blogiau, podlediadau ac ati.</p> <p>Cefnogi cynhyrchu cynnwys fideo diddorol, a phodlediadau.</p> <p>Dylunio, creu a phrawf ddarllen deunyddiau marchnata sy'n unol â'r brand a chysylltu â dylunwyr graffig allanol a chyflenwyr eraill pan fo angen.</p>	<p>Cynyddu'r gwaith o gadw ac ymgysylltu â chleientiaid</p>
Prawf ddarllen	<p>Prawf ddarllen cynnwys ac asedau marchnata a gynhyrchir gan y tîm Digwyddiadau a Marchnata Byw fel y bo'n ofynnol gan eich rheolwr llinell.</p> <p>Darparu adborth a meysydd i'w gwella i uwchsgilio aelodau eraill o'r tîm.</p>	<p>Sicrhau marchnata o ansawdd heb wallau.</p> <p>Cefnogi effeithlonrwydd tîm</p>
Rheoli cyllideb ac anfonebau	<p>Rheoli'r gyllideb a ddyrannwyd i'ch ymgyrchoedd yn effeithiol drwy drafod y bargeinion gorau gyda darparwyr a chyflenwyr, dewis yr opsiynau mwyaf priodol o ran sianeli, offer a negeseuon, a sicrhau gwerth am arian i Newable a'n cleientiaid bob amser.</p> <p>Prosesu pob anfoneb ar gyfer eich ymgyrchoedd mewn modd amserol ac effeithiol, diweddarau cofrestrau cyllideb ac anfonebau'r tîm a sicrhau bod cyflenwyr yn cael eu talu ar amser.</p>	<p>Sicrhau gwerth am arian a phrosesu anfonebau'n effeithlon.</p>
Cefnogi diwylliant tîm	<p>Mynd ati i gefnogi datblygiad diwylliant perfformiad uchel sy'n canolbwyntio ar dargedau yn y tîm Digwyddiadau a Marchnata Byw.</p>	<p>Yn gwella bob amser</p>

Proffil Ymgeisydd

Elfen	Hanfodol	Dymunol
Sgiliau	<ul style="list-style-type: none"> • Marchnata e-bost uwch • Awtomeiddio ymgyrch CRM • Rheolaeth ac ymgyrchoedd ar y cyfryngau cymdeithasol • Ysgrifennu testunau • Rheoli prosiectau • Rheoli cyfrifon • Salesforce • Rheoli brand • Dylunio graffig • Rheoli amser • Cyfathrebu (ar bapur ac ar lafar) 	<ul style="list-style-type: none"> • Ymgyrchoedd PPC • Ymgyrchoedd â thâl ar y cyfryngau cymdeithasol. • Dealltwriaeth o godio HMTL ar gyfer e-byst • Y gallu i wneud golygiadau ar gynnwys fideo. • Y gallu i ddarllen, ysgrifennu a/neu siarad Cymraeg

Rhinweddau	<ul style="list-style-type: none"> • Hunan-gymhelliant ac yn rhagweithiol gyda'r gallu i berchenogi prosiectau o'r dechrau i'r diwedd. • Meddylfryd dadansoddol gydag obsesiwn am sylw i fanylion. • Yn drefnus iawn gyda gallu profedig i reoli amser a blaenoriaeth yn effeithiol. • Creadigol gyda llygad am ddyluniadau deniadol • Yn hyderus wrth feithrin perthynas effeithiol ag amrywiaeth o randdeiliaid. • Chwaraewr tîm sy'n gallu addasu ac sy'n mynd ati i gyfrannu at ddiwylliant tîm cadarnhaol a chydweithredol • Yn hyderus wrth reoli tasgau a phrosiectau cymhleth. • Cadarn a gwydn – bydd ganddo'r gallu i ymdopi a chyflawni dan bwysau 	<ul style="list-style-type: none"> • Y gallu i weld y darlun ehangach a strategaethu
Gwybodaeth a phrofiad	<ul style="list-style-type: none"> • O leiaf 3 blynedd o brofiad marchnata a chyfathrebu busnes-i-fusnes (marchnata e-bost, ysgrifennu copi, y cyfryngau cymdeithasol, marchnata partneriaid) • O leiaf 2 flynedd o brofiad o ddefnyddio systemau awtomeiddio CRM a marchnata • Profiad marchnata e-bost a segmentu cynulleidfa uwch • Sgiliau ysgrifennu testun a phrawf ddarllen ardderchog • Profiad o olrhain a chynhyrchu adroddiadau ar ganlyniadau ymgyrchoedd. • Cyfathrebu'n ardderchog ar bapur ac ar lafar • Hanes profedig o ymdrin ag ystod eang o randdeiliaid a cheiliaid proffil uchel. • Hanes profedig o reoli brandiau cleientiaid a sicrhau cydymffurfiaid brand. • Ymwybyddiaeth o gyfleoedd cyfartal, amrywiaeth a chynhwysiant • Microsoft Office uwch (Word, Excel, PowerPoint) • Photoshop/InDesign sylfaenol 	<ul style="list-style-type: none"> • Profiad o weithio gyda BBaChau a dealltwriaeth o ecosystem cefnogi busnesau Cymru. • Profiad o hyrwyddo digwyddiadau busnes. • Profiad gyda Pardot a Salesforce • Profiad gyda Canva • Profiad o ymgyrchoedd PPC ac ar y cyfryngau cymdeithasol (Hysbysebion Google, LinkedIn) • Profiad gyda Maxemail • Photoshop / InDesign/Illustrator uwch •
Cymwysterau	<ul style="list-style-type: none"> • Tystysgrif Marchnata neu gyfwerth 	<ul style="list-style-type: none"> • Gradd mewn Marchnata, Rheoli Prosiectau neu gyfwerth • Diploma mewn Rheoli Prosiectau Marchnata neu gyfwerth

Amodau a thâl

Cyflwg cychwynnol	£32,000-£35,000 y flwyddyn yn dibynnu ar brofiad
Buddion	<u>Pecyn Buddion Newable</u>
Oriau	Amser llawn - dydd Llun i ddydd Gwener, 9.00 am tan 5.00 pm. <i>Efallai y bydd angen oriau ychwanegol oherwydd amseroedd cyflwyno digwyddiadau</i>
Man gwaith	Cymru (<i>Gweithio o bell</i>)
Gwyliau	25 diwrnod y flwyddyn

Mae Newable wedi ymrwymo i gyfle cyfartal i bawb, ni waeth beth fo'u hoedran, anabledd, statws aibennu rhywedd, priodas a phartneriaeth sifil, beichiogrwydd a mamolaeth, hil, crefydd neu gred, rhyw, cyfeiriadedd rhywiol, neu unrhyw sail warchoddedig arall. Bydd pobl anabl sy'n bodloni'r holl feini prawf hanfodol yn cael eu gwahodd i gyfweiliad.

Job Description

Job Title	Marketing Executive
Reporting to	Event Marketing Manager
Purpose	To provide end-to-end marketing and content support to our business support programmes, driving programme and event recruitment alongside lead generation, comms, and PR.

Key Responsibilities	Specific Tasks	Business Objective
Marketing campaigns	<p>Strategically plan, design, budget, deliver and evaluate online and offline marketing campaigns for your allocated programmes or other programmes if required by your line manager, using innovative tactics, lead generation tools and multiple communication channels to:</p> <ul style="list-style-type: none"> • Generate and nurture leads. • Profile and qualify leads. • Retain existing clients. • Increase brand awareness. • Increase programme engagement. • Increase quantity and quality programme and event recruitment. • Reduce event drop-off rate. • Meet funders' objectives. • Optimise pre-and post-event attendee experience and engagement. • Support the delivery of contractual targets and communications KPIs. <p>Work with clients to understand campaign objectives and develop an effective marketing plan to achieve agreed outcomes.</p> <p>Map and track all campaign touchpoints in the marketing calendar, ensuring it is kept up-to-date, and deadlines are met.</p> <p>Write engaging copy and design compelling visuals to achieve conversions/engagement.</p> <p>Ensure all assets follow the equality, diversity and inclusion guidelines.</p> <p>Track and analyse campaign results, proactively suggesting changes, new channels, tools and best practices to improve performance.</p>	High customer engagement and satisfaction

	Report to your line manager and Newable senior management on campaigns performance and communications KPIs.	
Brand compliance	<p>Ensure that all your marketing activities meet the brand and tone requirements set by the funders of the programmes allocated to you and align with Newable brand and identity guidelines, if required.</p> <p>Where required, ensure all assets are translated and created bi-lingually in line with funders' requirements.</p> <p>Ensure all assets include a diverse range of imagery and showcase equality and inclusivity.</p>	High customer satisfaction
Marketing automation	<p>Use multiple CRM platforms and email systems to build, test and schedule email and other marketing campaigns within the agreed deadlines for your allocated programmes or other programmes as required by your line manager.</p> <p>Manage and keep up to date the automated email communications templates in the Salesforce event flow for your allocated programmes or other programmes as required by your line manager.</p>	<p>Business efficiency</p> <p>To generate suitable leads</p>
Data segmentation and GDPR compliance	<p>Effectively segment the audience for all campaigns to maximise impact and improve client engagement and conversions.</p> <p>Enforce data processing protocols to comply with GDPR requirements for data we process for our clients.</p>	Data protection compliance
Social media	<p>Manage and integrate social media channels for your allocated programmes or other programmes as required by your line manager.</p> <p>Plan, design, manage social media, analyse performance and report on social media and PPC campaigns aimed at:</p> <ul style="list-style-type: none"> • building an engaged community • increasing quality and quantity of programme and event recruitment • generating, nurturing and converting leads <p>Liaise with external agencies to plan and deliver social media and PPC campaigns aimed at achieving the above objectives.</p>	<p>To position Newable as thought leaders in helping businesses start, sustain and grow.</p> <p>To position Newable's clients as thought leaders in their industry</p>
Content and collateral design	<p>Using your best copywriting skills, create thought leadership and engaging content for your allocated programmes or other programmes as required by your manager to document impact of our support and raise Newable's and our clients' profile such as, but not limited to, case studies, blogs, podcasts etc.</p> <p>Support the production of engaging video content, and</p>	<p>To increase programme and event recruitment and generate new leads.</p> <p>To increase client retention and engagement</p>

	podcasts. Design, create and proofread on-brand marketing materials and liaise with external graphic designers and other suppliers when required.	
Proofreading	Proofread content and marketing assets produced by the Events and Live Marketing team as required by your line manager. Provide feedback and areas for improvement to upskill other team members.	To ensure quality and error-free marketing. To support team efficiency
Budget and invoice management	Effectively manage the budget allocated to your campaigns by negotiating the best deals with providers and suppliers, selecting the most appropriate options in terms of channels, tools and messaging, and ensuring value for money for Newable and our clients at all times. Process all invoices for your campaigns in a timely and effective fashion, update the team's budget and invoice registers and ensure suppliers are paid on time.	To ensure value for money and efficient processing of invoices.
Supporting team culture	Actively support the development of a high-performance and target-focused culture within the Event and Live Marketing team.	Always Improve

Candidate Profile

Element	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Advanced email marketing • CRM campaign automation • Social media management and campaigns • Copywriting • Project management • Account management • Salesforce • Brand management • Graphic design • Time management • Communications (written and verbal) 	<ul style="list-style-type: none"> • PPC campaigns • Paid social media campaigns. • Understanding of HTML coding for emails • Ability to make edits to video content. • Ability to read, write and/or speak Welsh
Qualities	<ul style="list-style-type: none"> • Self-motivated and pro-active with the ability to own projects end-to-end. • Analytical mindset obsessed with attention to detail. • Highly organised with a proven ability to effectively manage time and prioritise. • Creative with an eye for engaging design • Confident in building effective relationships with a range of stakeholders. • Adaptive team player who actively contributes to a positive and collaborative team culture • Confident in managing complex tasks and projects. • Robust and resilient – will have the ability to cope and deliver under pressure 	<ul style="list-style-type: none"> • Ability to see the bigger picture and strategise

<p>Knowledge and Experience</p>	<ul style="list-style-type: none"> • At least 3 years' B2B marketing and communications experience (email marketing, copywriting, social media, partners marketing) • At least 2 years' experience using CRM and marketing automation systems • Advanced email marketing and audience segmentation experience • Excellent copywriting and proofreading skills • Experience in tracking and producing reports on campaign results. • Excellent written and verbal communication • Proven track record of dealing with a wide range of high-profile stakeholders and clients. • Proven track record of managing client brands and ensuring brand compliance. • An awareness of equal opportunities, diversity and inclusion • Advanced Microsoft Office (Word, Excel, PowerPoint) • Basic Photoshop/InDesign 	<ul style="list-style-type: none"> • Experience working with SMEs and understanding of the Welsh business support ecosystem. • Experience promoting business events. • Experience with Pardot and Salesforce • Experience with Canva • PPC and social media campaigns experience (Google Ads, LinkedIn ads) • Experience with Maxemail • Advanced Photoshop/InDesign/Illustrator
<p>Qualifications</p>	<ul style="list-style-type: none"> • Marketing Certificate or equivalent 	<ul style="list-style-type: none"> • Degree in Marketing, Project Management or equivalent • Diploma in Marketing Project Management or equivalent

Conditions and remuneration

<p>Starting salary</p>	<p>£32,000-£35,000 per annum D.O.E.</p>
<p>Benefits</p>	<p>Newable Benefits Package</p>
<p>Hours</p>	<p>Full time - Monday to Friday, 9.00 am to 5.00 pm. <i>Additional hours may be required due to event delivery times</i></p>
<p>Place of work</p>	<p>Wales (<i>Remote working</i>)</p>
<p>Holidays</p>	<p>25 days per annum</p>

Newable is committed to equal opportunities for all, irrespective of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation, or any other protected grounds. Disabled people who meet all the essential criteria will be invited to interview.