

## **Senior Marketing Executive (Content Marketing Focus)**

**Hennik Research (part of Nineteen Group)**

**Office: Central House 1 Alwyne Road, Wimbledon SW19 7AB**

### **About the Role**

Are you a Marketing enthusiast with a background in Marketing/ Communications/Journalism? Are you passionate about the different ways you could use your words to draw success to B2B campaigns? Then this is the role for you!

We are Hennik Research, a dynamic B2B media and events company at the forefront of the manufacturing industry, part of Nineteen Group. We empower businesses to thrive through insightful content, industry-leading events, and cutting-edge research. Our publication, *The Manufacturer*, has been a trusted source of information for industry leaders for 30 years.

In this Senior Marketing Executive role, you'll be the voice and storyteller behind our success whilst still managing various aspects of the marketing mix. You'll leverage your passion for content to craft compelling copy and campaigns that cut through the noise of AI-generated content to engage with leading manufacturers such as Airbus, Unilever, Rolls-Royce, BMW, British Sugar, etc.

### **Here's what sets this role apart:**

- **Focus on Copywriting:** You'll work with another Senior Marketing Executive and report to the Senior Marketing Manager to build engaging content and collaterals across various channels, from email campaigns and website copy to social media posts and brochures. We encourage you to experiment with new trends and explore innovative ways to tell our story.
- **Become an Industry Expert:** Dive deep into the fascinating world of manufacturing. Learn from industry leaders and work with our Marketing team and Editorial team, combining with using your research skills to craft informative content.
- **Social Media Management:** Owning the development of our social media platforms (LinkedIn, X, Facebook, TikTok) from content planning, scheduling, creating post visuals and captions to grow our page followers and post engagements, analysing growth and finding areas for further improvements.
- **CRM and Marketing Automation Setup:** We invest in a smart and automated system to make sure Marketers like you can leverage CRM to optimise your daily work for building targeted email campaigns, managing databases, designing landing pages, and lead-gen forms. Training will be provided at the beginning to ensure a smooth onboarding process if you don't have prior experience with the platform.

- **Campaign Management:** Liaising with sponsors and partners to own a campaign as a project manager, in charge of marketing deliverables from start to finish, including campaign planning based on clients' objectives, setting up promotions, reviewing and optimising, and reporting at the end of the campaign.
- **Website Management:** Using WordPress and other CMS to maintain our event and media websites, making sure all information is up to date.
- **Suppliers and Partner Management:** Managing our network of suppliers (web agencies, designers, software providers etc.) to ensure they deliver their services as in the contracts. Find new contacts of media/event partners to increase brand awareness, broaden our campaign reach and collect new data.

#### **We're looking for someone who:**

- **Experience:** Have at least 2 – 3 years' experience in relevant fields.
- **Passionate about business and marketing:** You understand the role of marketing in business growth and find joy in creating creative marketing campaigns by utilising all aspects of marketing and communication.
- **Breathes content marketing:** You have a deep passion for storytelling and a knack for crafting engaging copy. You have strong writing and editing skills with a keen eye for detail. You actively try new ways to bring your strong character to your content, whilst still understanding the importance of brand voice and can tailor your writing accordingly.
- **Digital native:** You're comfortable with social media platforms, HTML builders and learning about different marketing systems.
- **Go-getter attitude:** You're proactive, results-oriented, a team player and always up for a challenge.

#### **Why Join Hennik Research & Nineteen?**

- **Learn from the best:** Work alongside experienced and award-winning marketing professionals and industry leaders.
- **Make a real impact:** See your work directly contribute to the company's success.
- **Thrive in a fun, supportive culture:** Enjoy a KADI (Kind - Agile - Driven - Inclusive) environment with excellent benefits (i.e. private healthcare, pension scheme, well-being benefits, birthday off).
- **Continuous learning:** Develop your skills with training courses and a robust development scheme.

#### **Ready to grow with us and make your mark?**

Send your CV and a cover letter showcasing your writing skills to Linh Nguyen, Senior Marketing Manager, at [lnguyen@nineteengroup.com](mailto:lnguyen@nineteengroup.com), and we will be in touch shortly.

**Let's create something amazing, together.**