

# GENOA BLACK

## Marketing Executive

### Job Role Profile

#### Role purpose

To support the Marketing Team in delivering high-quality marketing activity across client portfolios and Genoa Black's own marketing. This is a junior role focused on strong execution, reliability and building commercial awareness.

#### Responsibilities

##### Quality delivery

- Deliver high-quality marketing output across the full marketing mix in support of the Account Directors, Senior Client Manager and Managing Partner.
- Support execution across content, digital, campaigns, brand, website and communications activity.
- Ensure accuracy, attention to detail and alignment with client briefs at all times.
- Meet agreed deadlines and manage workload effectively across multiple accounts.
- Follow Genoa Black processes and quality standards consistently.

##### Client management

- Provide professional and timely communication when liaising with clients.
- Support preparation of client materials including presentations, reports and campaign assets.
- Attend client meetings where appropriate and contribute to accurate follow-up documentation.
- Build trust through reliability, responsiveness and strong delivery.

##### Financial & commercial acumen

- Deliver allocated work within agreed timeframes and budgets.
- Accurately record time and follow internal project tracking processes.
- Develop understanding of how client projects are scoped, delivered and managed commercially.
- Build awareness of billability, efficiency and the importance of delivering work right first time.

##### People & culture

- Work collaboratively across the marketing team to support delivery across client portfolios.
- Be open to feedback and proactive in strengthening capability.
- Contribute positively to team culture through accountability, support and professionalism.
- Respect internal processes and shared standards.

##### Building knowledge

- Undertake research to support client strategy and campaign activity.
- Build understanding of marketing channels, tools and emerging trends.
- Strengthen technical capability across digital, content and campaign execution.

- Use allocated development time to actively build marketing and commercial knowledge.

### Key performance expectations

- Quality and accuracy of output
- Reliability in meeting deadlines
- Professional communication
- Contribution to team collaboration and culture
- Growth in commercial understanding over time
- Positive feedback from internal stakeholders and clients

### Essential experience

- Minimum 2 years' experience in a marketing or agency environment.
- Experience supporting delivery across digital and content marketing.
- Exposure to client-facing environments preferred.

### Essential skills

- Strong written communication
- Attention to detail
- Organisation and time management
- Confidence using Microsoft Office and presentation software
- Awareness and previous use of digital marketing tools
- Willingness to learn and take feedback positively
- Ability to manage multiple tasks simultaneously
- Curiosity and interest in business and marketing strategy

### Behaviours aligned to Genoa Black

- Collaborative and supportive
- Proactive and accountable
- Commercially curious
- People-centred in communication
- Proud of quality and detail

### Team context

The Marketing Executive role works across:

- 2 days supporting the Managing Partner
- 2.5 days supporting the Marketing Team (Account Directors and Senior Client Manager)
- 0.5 day focused on development, research and internal administration