

We're hiring

CONTENT MARKETING EXECUTIVE

Quarter

About the role

We are seeking a passionate, driven and dynamic Marketing Executive to work with us on our Content, Events, and Trade Marketing strategies.

Responsibilities

Content Creation (40%)

Social:

- Produce and schedule engaging content for our social media channels to align with our content calendar (must be comfortable producing reels and video content).
- Stay on top of social media trends and use them to help optimise our social media strategy.
- Execute social media partnerships and giveaways, as set up by the Marketing Manager.
- Monitor and respond to social media interactions, fostering a positive online community.
- Report against social media KPIs and leverage insights for strategy refinement.

Mailers:

- Execute email marketing campaigns in alignment with the content plan.
- Monitor campaign performance metrics, optimising for maximum impact, and share relevant insights with the team.

Ad Content:

- Create User-Generated Content (UGC) for use in social media advertising as needed.

Event Management & Execution (40%)

- Plan, coordinate, and execute consumer and trade events to boost brand visibility and engagement.
- Collaborate with the Marketing Manager to align on KPIs and take ownership of comprehensive reporting.
- Manage all aspects of event execution, from setting up and running our event activation; as well as post-event reporting.
- Maintain organised records of stock, consumers sampled, and associated costs.
- Ensure that our brand activations feel consistent across trade and consumer touchpoints.
- Represent Quarter during in-store samplings, contributing to awareness and off-trade sales growth.
- Collect feedback and insights from events and samplings to help refine and optimise our overall marketing strategy.

Trade Marketing Support (20%)

There will be a strong focus on events between April - September, however this tends to wind down towards the end of the year. As priorities change, we may need more help in assisting the sales function of our business, helping to maintain and nurture our listings. Roles and responsibilities may include:

- Capturing content to support trade activations.
- Supporting with trade samplings.
- Checking menus and stock levels with key trade partners whilst nurturing relationships.
- Ensuring strong brand representation and consistent messaging to drive customer engagement and increase sales volumes in both on-trade establishments and off-trade retailers.

Who you are

- Fluent English Speaker.
- Creative and highly attuned to latest trends and culture.
- Results-oriented with a focus on building awareness and engagement for our brand.
- Self-starter, action-oriented, and motivated.
- Analytical with strong attention to detail, organised, and process-oriented.
- Strong copywriting skills.
- Preferred experience in a start-up or independent business.

Nice to have:

- Basic knowledge of Adobe Suite and Canva.
- Basic knowledge of video editing on socials.

Details

- Office Location: Soho, London.
- Hours: Full time.
- Salary: Determined by experience of candidate.

If you believe you are the marketing rockstar we are looking for, apply by sending your CV to rohan@quarterproof.com and also include answers to these 3 questions;

1. Why is your previous experience relevant for this role?
2. What are your IG and Tik Tok handles (if public)
3. Why do you want to work for Quarter?