

Job Description - Marketing Executive x1 Permanent**Ref: OS692PLT****Closing Date: 24 March 2010 at 17:00hrs**

Job Title:	Marketing Executive	Business Unit:	Pearson Language Tests (PLT)
Division:		Department:	Marketing
Reporting to:	Marketing Campaigns Manager	Location:	London, UK

Purpose of Role:

This role is focused on providing support, advice and skill to help develop, implement and measure all marketing campaigns throughout PLT. The Marketing Executive will need to liaise with regional teams to ensure they can implement activities in their country market and also act as project manager on allocated sales and marketing projects.

Key Accountabilities:

- Contribute to the development and implementation of PLT sales/marketing campaigns in order to maximise the uptake of PLT's English language product portfolio.
- Develop creative ideas to support global online and offline marketing campaigns. Responsible for monitoring and collating feedback to assess effectiveness of global campaigns and initiatives.
- Provide support to local sales and marketing teams to ensure local implementation of marketing campaigns.
- Support the development of the branding guidelines, including the image bank and logos. Implement processes to ensure consistent branding and messaging across all channels including developing and coordinating the approval process and central resource libraries for global use.
- Work with suppliers, designers, and other stakeholders to design, write copy and produce marketing and sales materials, including direct mail, advertising, publications, literature, promotions, sales support materials and test preparation materials.
- Act as project manager on allocated projects, ensuring all deadlines are met. Ensure all projects have clear objectives and built-in measurement mechanisms, including tracking estimated and actual costs; and demonstrating value for money. Provide regular updates and communications with line manager.
- Provide support general admin support for invoicing.
- Work in a manner that enables new ideas to be developed and shared with colleagues and with the wider Pearson community.

Key Outputs:

- Marketing projects and campaigns delivered on schedule and within budgets with accurate and timely reporting
- Production of high quality marketing materials with consistent messaging and branding
- Development and timely implementation of processes to ensure consistent global messaging and branding at all times
- Accurate and timely invoicing for Central Marketing Team

Key Challenges:

- Working in a start-up environment
- Working with a constantly changing online world
- Working with a number of stakeholders both internally, within Pearson and internationally
- Working across different time zones
- Working with a global customer base and different cultures
- Working innovatively within defined processes

Candidates Profile:

- The candidate should be a graduate or of graduate calibre with at least one year of experience in Marketing
- Highly motivated self-starter with a high level of energy and motivation. Able to work on own initiative and as part of a team. Sociable and friendly personality
- General understanding of print and digital processes and familiarisation with online marketing and digital media is essential.
- Background in design preferable
- Essential to be a proficient user of Microsoft Office (PowerPoint, Word and Excel) and knowledge of Adobe CS (InDesign and Photoshop) is desirable.
- Excellent oral, written and presentational skills with strong visual skills and an eye for detail.
- Good track record of project management and successful implementation of marketing projects with excellent attention to detail. Able to work under pressure to meet deadlines.
- Ability to communicate professionally, clearly and effectively to target audiences.
- Part or fully CIM qualified would be desirable.
- International experience and culturally aware would be an advantage.
- Ability to demonstrate a flexible approach to role as job description above may change from time to time after consultation.

Background Information:

Pearson Language Tests (PLT) is embarking on the launch of a number of new initiatives and product developments. We have recently launched a new global English test. We are also wanting to ensure we are fully engaged with the English learning community in key countries and online

Working Pattern:

London based with occasional travel to attend events and exhibitions depending on business needs. Some flexibility may be required at peak times and to accommodate stakeholders in different time zones.