

## Summary

PESI UK is currently seeking to fill an exciting position for a Marketing Administrator. We are seeking a high-energy proactive individual who can help us to grow our company as we drive to fulfill our mission of connecting knowledge with need across the UK and Europe.

PESI UK is looking for a person with a passion for the field of mental health and has business marketing experience. This important, varied and unique role involves multi-tasking across many of the business functions including business development, marketing, administration, customer service and events.

## Marketing Operations Executive

### Your responsibilities

- Support online and in-person\* events on the day of; including problem solving, welcoming guests, managing event set up and take down, communicating with staff and organising exhibitors
- Create sales opportunities for future events during customer liaisons and during events, including possessing a strong working knowledge of our organisation's products and services
- Work effectively and creatively with organisation's to create new business and CPD opportunities
- Action details of partnership, CPD and new business contracts
- Assist in administration of CPD content creation and regulatory body approval process
- Edit and proof promotional materials, website content, advertisements and other marketing related projects
- Communicate with various media buyers, advertising agencies, printers, designers and other services to help marketing campaigns come to fruition
- Edit, amend and update website on a daily basis through CMS
- Develop, write, edit, publish and share social media content that expands social reach and builds meaningful engagement with our audience
- Update P&Ls and provide sales analysis
- Assist accountant with raising sales invoices, invoice processing, subscription and other general account administration
- Develop and maintain strong relationships with new and existing customers
- Assist in monitoring and responding to customer comments, questions and reviews
- Continuously evaluate and identify opportunities to drive process improvements that positively impact the business and customer experience
- Responsible for other duties as assigned

\* In-person events are not currently running at present due to the pandemic

## Your qualifications and essentials

- Undergraduate degree in marketing, business and/or mental health
- 2 years' plus experience in one or more areas of marketing, business development, CPD development, business ownership or administration
- High level of accuracy
- Excellent written and verbal communication skills
- Ability to manage multiple tasks with great attention to detail
- Commitment to speed, accuracy, and efficiency
- Willingness to work a flexible schedule, including weekend work and occasional overtime when needed
- Excellent problem-solving skills in challenging and fast-paced environment
- Flexibility to be self-motivated but also excel in a team environment

## Your preferred Skills

- Obtained a mental health qualification e.g. psychotherapist, psychologist or counsellor or related mental health experience
- Experience with social media sites such as Twitter, Facebook, LinkedIn.
- Experience with graphics editing and management, i.e. Adobe Photoshop, InDesign
- Experience with content and learning management systems
- Intermediate to advanced computer proficiency in Microsoft applications

## About us

PESI UK is a not-for-profit organisation and the largest clinical continuing professional development (CPD) provider in the UK and Europe. We are part of the PESI Inc. Group.

Our UK portal offers 1000s of CPD products including live events, online courses, digital products, DVDS and books, a CPD and training listing, a live event listing, jobs board and a blog. We are used by the many organisation's including the NHS, charities, universities, private organisation's and professional practices as well as many professionals.

Since 1979, PESI Inc., has provided cutting edge CPD to professionals across the globe. We work alongside the world's leading experts to create workshops, conferences, videos and books that meet the needs of adult learners. All of our CPD workshops and products assure that professionals can meet the changing demands of their work by providing practical strategies, methods and interventions they can use immediately to improve the outcomes of their clients.

As a non-profit organisation, our mission is to educate and instruct the general public, third sector organisations, private industry, students and professionals to assist them in acquiring, developing

and enhancing their knowledge and skills, and to assist other charitable and educational organisations in the conduct of similar activities. We have the most robust CPD library available anywhere.

### **Your benefits**

- £30k salary
- 20 days holiday plus bank holidays
- Membership to a contributory pension scheme
- And more!