



Renaissance Learning Job Description Marketing and PR Executive

Job Title: Marketing and PR Executive
Department: Marketing
Reports to: Marketing Manager
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Summary:

The role will include a wide range of marketing and PR activities. Provide full support to Marketing Manager. A small but busy marketing department within a friendly, supportive and dynamic company.

Supervisory Responsibilities:

None at present time.

Essential Duties and Responsibilities:

Projects:

- * Manage and maintain all the exhibitions and events throughout the year
- * Manage the planning of the advertising schedule for the year by sourcing publications, identifying the best publications, negotiating rates and booking space
- * Approaching and liaising with internal teams and successful schools to conduct case studies
- * Monitoring and reporting on press coverage
- * Drafting and distributing press releases in line with the press plan
- * Developing and maintaining relationships with key media targets
- * Create and write copy for all brochures, direct marketing material and PR activities
- * Ensuring all PR and events are up-to-date on the website.

Administrative:

- * Generate and process purchase orders
- * Extract, when required, marketing data from marketing database for mailings
- * Create tracking codes within Onyx CRM Database
- * Produce and fulfill ad-hoc mailings when required.

Job Skills:

Good computer knowledge with thorough knowledge of Microsoft Word, Excel and Outlook (pivot, look-up tables and mailmerge). Good working knowledge of Quark XPress and Photoshop is preferred but not essential. Must have database experience (Onyx a plus but not essential). Training will be provided for specific Renaissance Learning software and AlphaSmart hardware. Excellent presentation and written communication skills are essential along with good time-management skills and attention to detail.

Qualifications/experience:

Ideally a marketing or business degree. It is essential that you have at least 4 years experience within a busy marketing/PR environment and a broad understanding of all areas of marketing would be helpful. Familiarity with the education sector would be extremely useful, although not essential. Must be self-motivated and used to working in a busy environment with the ability to work unsupervised. Being able to work to tight deadlines and under pressure is a necessity.

The Company

Renaissance Learning (RLUK) is a fast-growing education company that sells both software and hardware solutions to primary and secondary education. The company is the European subsidiary of its market-leading US parent company. The company's products are used on a daily basis by millions of children in over 70,000 schools worldwide. For further information about the products and services available, please visit: www.renlearn.co.uk

Career Prospects

You will be encouraged to further develop your skills and knowledge in order to progress within the marketing and PR field. A great opportunity to further your knowledge and ability.