

Brand Champion

The Offer

A rare opportunity for an aspiring Brand Champion (Digital Marketing and Sales Executive) looking to join up with one of Ireland's leading Learning Consultancies. Harvest will offer you work in a stimulating, fast-paced and challenging environment. You will be joining an organisation who is passionate about adding real client value and one that continuously engages in the most relevant up to date learning and eLearning methodologies. We offer a competitive package, ongoing training and a fun and sociable working environment.

Job Purpose

To contribute to the vision of Harvest "To become the first choice provider, the partner of preference" through the development and delivery of a Strategic Digital Marketing plan, that connects with our current and future client base, optimises the Harvest offer and achieves sales in key areas of the business.

Key Responsibilities

- Development of the digital marketing strategy with a focus on optimising the offer to page one of google and growing our followers on various social media platforms
- Implementation of the digital marketing activities (as per strategy) mainly the monthly eZine "The Source" and the day to day contact through campaigns such as #MeetTheTeamMonday and ad hoc communications through our networking activities and other initiatives
- Partner with the Business Development Managers to engage in marketing and sales activities to achieve a stronger market presence and support all sales campaigns
- Planning and executing events and partnership activities (such as the sales Institute) ensuring that the high level of professionalism is demonstrated and maximum exposure is achieved
- Continuously analyse the relevant data points (followers, SEO levels, competitor analysis etc.) and provide monthly insights and updates at the monthly sales meetings
- Keep the website up to date in terms of relevant content, brand guidelines and key words to optimise the offer
- Creation of marketing collateral including asset development and trends content
- Actively engages in their own development that will be strongly supported by our Continued Professional Development programme (CPD) "Ancora Imparo"

- Engages and contributes to the Harvest One Team values (We're Partners, We're Open, We're Strategic Thinkers, We're Leaders, We're Passionate and We're Always Blazing a Trail)
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Individual Qualities

- Appropriate 3rd level degree qualification, in marketing and or digital marketing
- Minimum of twelve months' experience in marketing and or digital marketing, either in an organisation or part of a consultancy (Desirable)
- Demonstrable knowledge of best practice in digital marketing
- Good team player
- Strong self-managing and project managing skills
- Excellent follow through
- Ability to hit the ground running
- Networker

Competencies

- Professional, leading edge thinker and promoter of best practice
- Work on own initiative
- Deliver to tight and changing timescales
- Designing and delivering innovative high-impact solutions
- Credible and capable of selling and adding value to audiences
- Team player
- Strong business acumen

Next Steps

Please email your CV and cover letter to milla.clynes@harvest.ie

If you would like to learn more about our team and what we do, please click <https://www.harvest.ie/what-we-do> and <https://www.harvest.ie/meet-our-team>