

# ***Haverhill Health Care Agency Ltd***

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## **Job Title: Marketing Executive**

NQF Level: 4

SOC: 3543

Term: Permanent / Full Time

Salary: £23,400 per annum (37.5 Hours)

Recruitment Process: Online application via recruitment website / Telephone Interview / Physical Interview.

## **Job Description:**

Marketing associate professionals assist in the development and implementation of projects which aim to elicit the preferences and requirements of consumers, businesses and other specified target groups so that suppliers may meet these needs.

## **Tasks:**

- Discusses business methods, products or services and targets customer groups with employer or client to identify marketing requirements;
- Establishes an appropriate quantitative and qualitative market research methodology and prepares proposals outlining programmes of work and details of costs;
- Collates and interprets findings of market research and presents results to clients;
- Discusses possible changes that need to be made in terms of design, price, packaging, promotion etc. in light of market research with appropriate departments;
- Briefs advertising team on client requirements, monitors the progress of advertising campaigns and liaises with the client on potential modifications