

LAITHWAITES

Position Title	Marketing Executive – Customer Growth
Reports To	Performance Marketing Lead – Customer Growth
Overall Job Purpose	To assist the Performance Marketing team with planning, briefing, implementing and reporting on performance related marketing activity, spanning both on and offline channels.
Key Responsibilities	• Responsible for planning, briefing, implementing, and reporting on marketing activity, both online and offline, under the guidance of the Performance Marketing Lead. • Support the Performance team managers with the implementation of campaigns across all brands and business partners – including but not limited to liaising with Agencies, Web Dev, Merchandising/Trading Creative and Customer Services, to ensure each campaign is on brand, delivered on time and error free. • Assist in the set-up, copy checking and creative sign-off process for campaign activity. • Responsible for planning, briefing, and implementation of campaigns. This Includes liaising with agencies and ensuring budget spend and targets are met under the guidance of the Performance Marketing Lead. Contribute to monthly results reporting. • Responsible for preparing and briefing landing pages for activity as required as well as reporting on landing page KPI's and implementing improvements.. • Assist team members with updating weekly results and producing relevant reports. • Other marketing administrative duties.
Qualifications / Experience	Essential • Educated to A level standard or equivalent • Interest in Digital Marketing Preferred • Completed relevant BA/BSC course in Business, Marketing or other relevant subjects. • General commercial business experience.

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Personal Qualities and Skills	• Excellent attention to detail • Highly organised • Proficient in Excel • Flexible and capable of handling multiple tasks simultaneously • Good communicator, both internal and external stakeholders • Working knowledge of Adobe Analytics
Reviewed	October 2025