

JOB DESCRIPTION

Post: Adventure Loving Marketing Executive

Date: March 2024

1. JOB DETAILS

a. Reports to: The Founder

b. Responsible for: Crafting and executing our marketing strategy.

c. Working hours: 35 hours per week

2. JOB SUMMARY

As LU's Marketing Executive, your creativity will shape the future of outdoor and adventure markets. As our dedicated marketing specialist, you will be instrumental in crafting and executing our marketing strategy to transform menstrual health care for adventurers and outdoor enthusiasts. In your role it will be pivotal to blend the art of storytelling with the science of analytics to forge campaigns across a variety of channels. If you are ready to learn, drive initiatives, and thrive in a dynamic environment, LU is for you. Working alongside the founder, you'll produce impactful marketing materials that don't just reach audiences but resonate deeply, sparking change and inspiring the next generation of outdoor lovers.

3. KEY TASKS

- Strategise and implement compelling marketing campaigns that resonate with outdoor, adventure, and sports enthusiasts.
- Design and produce dynamic content for both digital and traditional media, including social media posts, email campaigns, and newsletters.
- Regularly update and optimise the company website, ensuring it reflects our brand's voice and best SEO practices.
- Create promotional materials for events and product launches that capture the essence of the outdoors, such as flyers, posters, stand, brochures etc.
- Create interactive digital campaigns, including video production.
- Monitor market trends and customer feedback to inform marketing strategies.
- Customer and partner engagement, to include collaborative projects with influencers and forging brand partnerships.

• Ensure brand consistency across all marketing materials and platforms.
• Responsible for management of marketing budget.
• Manage press releases and media relations.
• Coordinate and participate in events, which may require travel, to enhance brand visibility and engagement.
4. GENERAL
• Ensure all activities are conducted in accordance with the Company's Health and Safety and Equal Opportunities Policy.
• Conduct all activities with confidentiality and in accordance with the requirements of Data Protection Legislation.
• Undertake any other duties as required, that are within the competence of the post holder and conducive to the effective delivery of the role.
• Undertake and attend any training deemed necessary under the above general conditions.

Please be advised that this list is not meant to be exhaustive and may be added to or amended as and when deemed necessary.

Signed by Employee:

Signed: _____

Date: _____

Signed on behalf of Company:

Signed: _____

Date: _____

Position: _____