

Lynwood Court, Lynwood Village
Rise Road, Ascot, Berkshire SL5 0FG
Tel 01344 298 100

www.ben.org.uk
08/06/18



Product Marketing Executive

Based at Lynwood Village, Ascot
35 hours per week

About Ben

Ben is an independent charity, which provides support for life for the people of the automotive industry and their family dependents, focussed on delivering care and support to enable total health and wellbeing through working and later life.

Ben provides free and confidential advice and support focused on the four main areas of peoples' health and wellbeing: financial, physical mental and social, supporting people to manage their health proactively and overcome any challenges they face, at whatever stage of life, empowering them to make lasting, positive change.

The role

As a Product Marketing Executive in the Marketing & Communications team, you will provide support across all areas of product and service development and delivery. You will work closely and collaboratively with colleagues in the team and across the organisation to deliver best in class products and services. You will support our B2B marketing activity to help grow our brand, our reputation and supporter base in the UK automotive industry.

Key responsibilities:

- Work across the range of B2B products and services, to ensure pricing, positioning and marketing activities are aligned for maximum impact.
- Suggest and agree promotional activity.
- Manage the design, production and distribution of marketing collateral (digital and print), making sure it is consistent with our messaging, tone of voice and is audience appropriate.
- Help develop new products and update existing products.
- Ensure all new product/service propositions are aligned to Ben's strategy.
- Work within agreed timescales, tracking KPIs and reporting regularly on progress.
- Champion evidence based decision making to inform marketing activities.

 /BenSupport4Auto
 @BenSupport4Auto

Ben - Motor and Allied Trades Benevolent Fund. Registered office: Lynwood Court, Lynwood Village, Rise Road, Ascot SL5 0FG. A charity registered in England and Wales (no.297877) and Scotland (no.SC039842). A company limited by guarantee, registered in England and Wales (no.02163894). Registered with the Homes and Communities Agency (no. LH 3766).

About you

You will be a product marketing enthusiast who can manage a busy and varied workload. You relish working collaboratively and consultatively, building trust and rapport within working teams. You are self-motivated, proactive and flexible. You consistently deliver projects to high standards and delight in delivering best-in-class products and services.

Company Benefits & Salary Information

Salary – Up to £35,000 per annum

Generous holiday allowance

Contributory Pension Scheme – matched up to 3 %

Free DBS check (subject to eligibility being met)

Excellent training and development

Referral scheme

Childcare vouchers

Free parking

Subsidised Restaurant

Discount on certain car brands

If this describes you, then please contact us at careers@ben.org.uk and enclose your latest CV and covering letter explaining why you are the ideal candidate for this role. If you are ambitious and motivated and want to make a positive difference to people's lives, get in touch with us.