



Marketing Executive

- **Hours:** Full Time
- **Location:** Home based in the UK and requires flexibility to attend every 2 months in-person team meetings in Oxfordshire.

TBI is seeking an enthusiastic Marketing Executive to join our dynamic and successful team. This is a varied and integral role, ideally suited to someone with early-stage marketing experience who is looking to take the next step in their career and is eager to continue learning. The position involves supporting and implementing marketing and communication campaigns across key channels, including paid search, social media and email, as well as contributing to market research initiatives.

About TBI

TBI is the leading marketing and business development agency in the world of scholarly communications. For almost 20 years we have been working with some of the world's most inspiring and innovative brands, from international government organisations (IGOs), global academic publishers and technology companies through to world-famous societies. We use our expertise and fresh ideas to help these organisations launch new products and services, develop brand and business strategies, and manage marketing campaigns and content.

About the Role and You

As an integral member of the TBI team, you'll support the delivery and reporting of marketing campaigns designed to engage key audiences, including researchers, faculty, practitioners, and librarians. This is a hands-on role where you'll gain experience across a wide range of projects, from campaign execution and analysis to contributing to larger strategy projects alongside the senior team. You'll also support market research projects, helping to gather and interpret data that informs strategy and decision-making. This role is suited to someone at an early stage in their marketing career who is keen to build their skills in a fast-paced agency environment. You may already have some experience in a marketing role and are now looking to broaden your knowledge and take on more responsibility, with support from an experienced and collaborative team.

Key responsibilities include:

- Developing campaign plans based on client requirements, and making strategic recommendations where appropriate

- Monitoring and analysing campaign performance, and suggesting improvements where appropriate
- Setting up and optimising paid campaigns across platforms including Google Ads, Microsoft Ads, and paid social
- Supporting organic social scheduling using tools such as Hootsuite or Buffer
- Preparing client-ready reports on marketing activity and results
- Attending and contributing to client meetings, with the opportunity to grow into a day-to-day contact for campaign queries
- Assisting with market research projects including data collection and analysis

You will ideally have:

- Some experience in a marketing role, with involvement in campaign delivery or market research
- Good written communication skills, with the ability to adapt tone and style for different audiences and channels
- An interest in digital marketing channels such as paid media, social media and email
- A developing analytical mindset, with an interest in using data to understand campaign performance
- Ability to communicate proactively with clients and colleagues, keeping stakeholders informed on project progress
- A problem-solving mindset, with the confidence to work independently while knowing when to seek support
- Familiarity with tools such as Google Ads, Microsoft Ads, LinkedIn, Mailchimp, or survey platforms such as Qualtrics
- Basic experience using design tools such as Canva to create or adapt social media assets

This is a fast-paced environment that requires flexibility and collaboration. The Marketing Executive role sits within a team of six, reporting directly to the Senior Marketing Manager, and offers an opportunity to continue to grow your skills and experience in a stimulating and varied agency, with the support of an experienced, friendly, and ambitious team.

Personal qualities

- A genuine interest in marketing and a curiosity to keep learning, staying ahead of trends and best practices
- Strong attention to detail, with a focus on producing accurate, high quality work
- Good organisational skills, with the ability to manage tasks and meet deadlines

- A logical and analytical approach to campaign assessment
- A proactive attitude, willing to take initiative and contribute ideas
- A collaborative mindset, comfortable working as part of a team and supporting colleagues
- A client-focused mindset, with an interest in delivering work that adds value for clients

Benefits

- Competitive salary
- 28 days annual leave
- Pension contributions
- Performance-related Christmas bonus
- Support with further professional development.

How to apply

Please send your CV and covering letter outlining why you're suited to this role to:

Rowan Banham, Senior Marketing Manager

Email: RowanBanham@tbicommunications.com

Closing date: Thursday 30th April 2026.

Any data we collect from you will be stored and processed in accordance with TBI's data privacy policy.