

RADA BUSINESS

Marketing Executive

Salary: £30,000 per annum

Hours: Full time (37.5 hours)

Contract: Permanent

Location: Hybrid (3 days in our central London office)

The Role:

We're hiring a Marketing Executive to support the growth of RADA Business's marketing function. This role is ideal for someone in their second or third marketing position who's ready to step up, take on more responsibility, and broaden their experience across B2B marketing.

You'll work directly with the Head of Growth Marketing, gaining exposure to strategy and leading execution, while playing a key role in delivering campaigns and producing high-quality marketing materials.

You'll also be working alongside Royal Academy of Dramatic Art - a 120-year-old, world-renowned institution and flagship of cultural excellence, bringing a unique and inspiring context to the work we do.

Key Responsibilities

Campaign Delivery

- Support the execution of integrated B2B marketing campaigns
- Assist with LinkedIn and email marketing activity
- Support paid media campaigns (LinkedIn Ads, Google Ads)
- Build and manage campaign assets (emails, landing pages, content)

Content & Design

- Create high-quality marketing collateral (brochures, PDFs, case studies, presentations)
- Use Adobe InDesign to produce polished, on-brand materials
- Support content creation across social, email, and web
- Turn internal expertise into engaging external content

Website & Digital

- Update website content via CMS
- Support content publishing and basic SEO improvements

- Ensure accuracy, consistency, and strong user experience

CRM & Marketing Support

- Assist with CRM management and data hygiene
- Build and send email campaigns
- Track and report on campaign performance
- Support lead tracking and marketing operations

Brand Execution

- Maintain consistency across all marketing outputs
- Ensure high standards of presentation and attention to detail

About You

- Around 3-5 years' experience in a marketing role (ideally B2B)
- Looking to take the next step with more ownership and variety
- Comfortable working in a small, fast-moving team
- Proactive, organised, and reliable
- We're particularly interested in someone with a strong attitude and work ethic—someone who takes pride in their work, follows through, and is keen to improve.

Essential Skills

- Strong working knowledge of Adobe InDesign
- Experience supporting marketing campaigns
- Good written communication skills
- Familiarity with email platforms and CRM systems
- Strong attention to detail

Desirable skills

- Experience with LinkedIn or paid media
- Basic understanding of SEO
- CMS experience (e.g. WordPress)
- Interest in content and brand storytelling

What You'll Gain

- Direct exposure to marketing strategy and decision-making
- Broad experience across all core marketing channels
- Extensive on-the-job training and development across B2B marketing
- The opportunity to take ownership as the function grows

- A clear path to progression as the team expands

What Success Looks Like

- High-quality, on-brand marketing materials delivered consistently
- Reliable support across campaigns and channels
- Growing confidence and ownership over time
- Contribution to measurable marketing outcomes

Why This Role?

This is an opportunity to:

- Build your skills quickly in a hands-on environment
- Learn directly from an experienced Head of Marketing
- Be part of a growing function where your contribution will matter
- Work in close proximity to one of the world's most respected creative institutions

About us:

RADA Business is part of the world-renowned Royal Academy of Dramatic Art (RADA). We help professionals and organisations build the communication, leadership and performance skills needed to thrive. As we enter a new strategic phase of growth, we're looking for a junior B2B marketer to play a key role in delivering our vision.