



SYNDICO

## Syndico Job Description

Updated: January 2026

<b>Job title:</b>	<b>Marketing Executive (Full-time, Permanent)</b>
<b>Reports to:</b>	Commercial and Marketing Manager
<b>Location:</b>	Hedge End (Office-Based)
<b>Hours:</b>	37.5 hours per week (Monday to Friday 9:00am to 5:30pm, 1 hour break)
<b>Salary</b>	£30,000 per year
<b>Benefits</b>	Free on-site parking, healthy food provided for lunch, 20 days holiday per year (rising after 3 years) plus bank holidays, company pension after 3 months, death in service after 6 months.

### Role Overview

As a value-add distributor, Syndico needs to ensure that we bridge the gap between manufacturer and reseller at every opportunity. Our customers are professional resellers of all-things two-way communication, body worn video, UAV and personal safety, and they rely on our support to successfully bring our manufacturers' products to market.

Syndico is the trusted provider of technology solutions which improve operational efficiency, boost safety, enhance situational awareness, and support effective organisational decision-making. We are proud to be an Authorised Distributor of some of the market's leading brands, including Hytera, KENWOOD, VoCoVo, Mobile Tornado, Zebra Technologies, Norden, DJI, and Pocketalk.

Our vision is to be the most reputable, reliable and innovative distributor in our field. To do this, we must make Syndico effortless to buy from, and the undisputed source of truth for everything relating to our products, our brands, and the industries our products are used in. The role of Marketing Executive is an important part of this process, and the Marketing Executive will make significant contributions to several everyday components of the business' marketing function in an exciting, dynamic, and hands-on role.

### Key Responsibilities

#### 1. Marketing Communications

The Marketing Executive will own our marketing communications activity by creating structured

and detailed plans, implementing those plans and monitoring results and trends. Marketing communications plans are created in line with the annual Sales and Marketing calendar so that communications compliment other marketing events (such as webinars, training sessions, roadshow events, etc.). The Marketing Executive will add value to our marketing communications with creativity and authenticity, designing and building engaging, original content (including graphics, videos, blog posts, emails, etc.) which informs our customers about our products, our services, and positions our humans in the best way possible. Our marketing communications will take a “Syndico-first” approach; we don’t do branding on behalf of our manufacturers – instead, we promote our manufacturers’ products under the umbrella of the Syndico brand.

## **2. Syndico Partner Portal**

Our new and improved Partner Portal is a bespoke, purpose-built system which is central to our customers’ digital experience with us. The Marketing Executive will have a hands-on role as an administrator of the portal, and will ensure that all-things relating to product information and resources are accurate, up-to-date, easy to access, and on-brand. The Marketing Executive will also be a key stakeholder in the Portal’s development roadmap, with the opportunity to bring customer feedback to life.

## **3. Website Content Management**

The Syndico website (syndico.net) is our gateway to the outside world, and needs to accurately and authentically represent our brand, culture, and values, as well as our manufacturer partners and the industries their products are used in. The Marketing Executive will keep the website up to date with the latest information and creative content, load blog posts and case studies, monitor website health, and create new pages where required.

## **4. Customer Relationship Management (CRM)**

Effective use of our CRM platform (currently HubSpot) helps all teams within Syndico to stay close to our customers, cultivate long-term partnerships, and deliver best-in-class customer service. The Marketing Executive will have a hands-on role with our CRM platform; primarily they will use it to manage and monitor social and email marketing communications and performance, but also manage and maintain workflows, automated customer communication, and perform regular data health checks and cleansing.

## **5. Online and Offline Events**

As part of Syndico’s vision to be easy to buy from and the most trusted supplier in our field, we aim to ramp up the volume and quality of both in-person and online events. These include (but are not limited to) regional roadshows, sales webinars, technical training sessions, and industry trade shows. The Marketing Executive will assist with the promotion and delivery of these events, and occasional travel may be required to attend events in-person.

## **6. Sales Team Support**

The Marketing Executive will be a valuable tool to the entire Syndico team, but primarily our team of Key Account Directors and Account Managers. The Marketing Executive will help our Sales team to ensure they have the right content to present to their customers, which may include slide decks, one-pagers, graphics, case studies, etc.

## Key Expectations and Requirements

There are some key expectations and requirements of the role of Marketing Executive, which include (but are not limited to):

- **On brand** – It is expected that every piece of work (both externally and internally facing) is representative of the Syndico brand and/or the brand of the manufacturer the piece of work is associated with. This includes writing in a professional manner with excellent attention to spelling and grammar, and ensuring that any graphic or video content created is reflective of Syndico's brand and is appropriate for business-to-business communication. Any content produced by Syndico should be informative, original and highly professional.
- **On time** – Syndico is a dynamic business with a wide range of products and a large customer base. It is becoming increasingly important to work efficiently; while attention to detail is paramount when delivering our marketing strategy, it is essential that every effort is made to deliver work on time. This is particularly important for marketing communication plans to ensure that the plan is completed with enough time for review so that communications for the following quarter can be built on time. Use of AI is supported in line with our AI usage policy and through approved channels (such as Microsoft Copilot signed in with your Syndico account, and integrated AI tools within subscribed tools such as HubSpot and Canva).
- **Flexibility** – Being a fast-moving and dynamic business, it is important that all team members are flexible to the needs of the business. The role of Marketing Executive is no exception, and the Marketing Executive should be prepared to adapt to the needs of the business at the discretion of the Marketing Manager or one of the Directors. This includes (but is not limited to) covering the phones during busy periods, attending customer and supplier meetings (both on and off site) and representing Syndico and/or our customers/suppliers at industry events.

## Skills and Attributes

- Highly organised with excellent attention to detail.
- A clear and confident verbal communicator.
- Excellent written communication skills with the ability to write for professional audiences.
- The ability to be creative and deliver clear messaging in both written and visual ways.
- Competent across the core Microsoft 365 suite.
- Competent and knowledgeable using HubSpot CRM and WordPress CMS.
- Competent and knowledgeable using social media platforms, especially LinkedIn.
- The ability to multitask without sacrificing accuracy or quality.
- The ability to interpret data and make decisions and recommendations based on key metrics.
- A curiosity to learn, develop and form a sound understanding of how things work.
- A true team player, who understands their role within the business and how their performance impacts other individuals and departments.
- A fast learner, and highly coachable.

## Progression Opportunities

As a growing business, progression opportunities are always available to members of Team Syndico, and helping team members to progress in their careers is important to the Directors and Management Team.

The Marketing Executive role has potential to progress with the needs of the business and the skills and character of the individual - this includes progression to a more senior marketer with greater responsibility and eventually a Marketing Manager, or to a different role within the business.

## More information

To find out more or to apply for the role, please email [sam.ogles@syndico.net](mailto:sam.ogles@syndico.net).