

JOB DESCRIPTION: DIGITAL MARKETING EXECUTIVE

PURPOSE OF THE ROLE:

Reporting to the Head of Marketing and Commercial, you will assist to deliver the company's marketing strategy across the full digital portfolio including website, social media and broadcast email.

ROLES AND RESPONSIBILITIES:

- Responsible for the day to day running of all event social media channels – Broadcast and responsive
- Maintain and update the company's main and event websites to ensure that all content is fresh, relevant and engaging
- Responsible for producing and distributing email newsletters on behalf of the full event portfolio
- Day to day responsibility for the company's CRM system
- Identify 3rd party online advertising and promotional opportunities, monitoring their success and ROI
- Work across the marketing and commercial team to ensure that all sponsorship and charity partners rights are activated in a timely manner
- Track, monitor and create timely reports that include analysis and tracking across the digital portfolio
- Monitor competitor social media, websites and email newsletters and keep on file best practice
- Event day role – assisting where required over event weekends and managing social media

SKILLS & EXPERIENCE REQUIRED:

- A recent marketing or other relevant University degree
- Minimum 1 year marketing experience, preferably within digital marketing
- Proven knowledge and experience within B2C social media campaigns
- Experience of working with 3rd party email providers
- Experience of working with a variety of CMS and CRM systems
- Strong written and verbal communication
- Planning and time management
- Proficient in the use of Microsoft Office packages

The ideal candidate will be able to demonstrate recent examples of how they have delivered successful digital marketing campaigns and provide details on how they quantified success.

Previous experience of working in the sports industry would be preferable but not essential.

JOB BASED IN: Central Bath

JOB TYPE: Permanent, Full Time, Event role

SALARY: £18,000.00 - £20,000.00 D.O.E

