| JOB TITLE: Digital Marketing Executive | REPORTS TO: Ecommerce Manager |
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| FUNCTION: E-Commerce | DEPARTMENT: Ecommerce and Picture Library |

**JOB PURPOSE:**

- To develop and deploy all eCRM programmes including email and social with engaging, innovative and forward-thinking campaigns that reflect the National Gallery Company brand and tone of voice
- To coordinate with Digital Trading and Marketing departments with all digital marketing initiatives
- To report, interpret and action results, and identify opportunities to deliver improved performance and business growth

| Key Accountabilities | Key Activities / Decision Areas |
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| 1. Content | ▪ Develop content plans and schedules that deliver relevant content across all eCRM channels, including strategic planning that aligns with merchandising and buying, visual merchandising, stores, and digital trading and marketing teams<br>▪ Create engaging and relevant messaging by communication channel<br>▪ Coordinate content production, including briefing internal teams<br>▪ Work with Digital Trading and Marketing teams to ensure content is aligned with business objectives and KPIs<br>▪ Upload and schedule content using email service provider and social platforms<br>▪ Forward looking planning, asset management, and competitive benchmarking across channels and business units, for both NG and NGC |
| 2. Digital Marketing | ▪ Help identify and execute new approaches, techniques and technology to drive revenue, grow customer insights, and engage customers in an authentic and relationship building manner<br>▪ Create and implement a test and learn approach to ensure continual development aligned with core objectives, including A/B testing<br>▪ Account management with relevant agencies and third party vendors<br>▪ Use data profiling and create customer segments for relevant and targeted campaigns that are based on sound commercial reasoning |
| 3. Reporting | ▪ Responsible for performance monitoring and reporting against KPIs<br>▪ Analyse sales data and performance metrics by communication channel<br>▪ Share actionable insights from campaign performance with teams, including management and directors |
| 4. Other responsibilities | ▪ To support other members of the Digital and Marketing teams with ad-hoc duties when they arise<br>▪ Be on top of industry changes, innovations, and identify new opportunities<br>▪ Any other reasonable duties as requested by the Head of Digital Trading<br>▪ Participate in company stock takes when required |

| Role Dimensions | |
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| **Financial (limits/mandates etc.)** | **Non-financial (customers/staff etc)** |
| ▪ Not applicable | ▪ Internal and external partnerships, including but not limited to; NG and NGC business units, service providers, agencies |

| Person Specification | |
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| **Competency / Performance Drivers** | **Technical / Professional Expertise** |
| ▪ Ability to problem solve issues in a methodical and business/ commercially focused manner<br>▪ Customer focus<br>▪ Ability to work to deadlines<br>▪ Appreciation of retail environment, process and work flow<br>▪ Personal drive and commitment to perform to a high standard<br>▪ Highly organised and diligent with strong attention to detail and a focus on accuracy and quality<br>▪ Naturally curious and eager to improve and build on existing systems, and openness to try new ideas | ▪ Experience and understanding of eCRM techniques and deployment<br>▪ Strong quantitative skills<br>▪ Excellent written English and presentation skills<br>▪ Engaging copywriter with experience of crafting copy to fit relevant digital platforms<br>▪ Experience working with ESPs, social media platforms and customer databases<br>▪ Experience and understanding of commercial websites<br>▪ Experience with Content Management Systems<br>▪ IT skills – HTML, Photoshop, Dreamweaver, Microsoft Office suite (principally Excel) |

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| ▪ Ability to multi-task through effective planning, prioritising and organising of workload<br>▪ Enthusiasm for delivering content and campaigns that align with the National Gallery Company & National Gallery brand and values | ▪ Experience with Google Analytics and other analytics platforms |

| **The Promise Performance Behaviours (9)** | | | | |
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| Passionate<br>Patient | Engaging<br>Approachable | Polite<br>Adaptable | Positive<br>Consistent | Professional |

**Organisation Structure for role and department**