



POSITION: Marketing Executive

RESPONSIBLE TO: Head of Marketing & Communications

Principal Responsibilities: A key member of a small but dedicated communications & marketing team, working to promote the visitor attraction through B2C campaigns, and our corporate venue hire.

Duties and Responsibilities:

1. With direction from the Head of Marketing & Communications, plan and implement marketing campaigns across email, Social Media, PR, POS, Direct mail and Radio.
2. Media planning and buying, and campaign progress tracking within agreed budgets.
3. Ensuring all content created is in line with the wider marketing strategy to ensure brand consistency.
4. Use digital marketing skills to run Facebook, Twitter and Linked In advertising, and email marketing campaigns.
5. Produce post-campaign results reports, analyse effectiveness and make suggestions of future campaigns in line with the overall business objectives.
6. Work collaboratively with internal departments to ensure effective communication and timely delivery of campaigns.
7. Assist with photoshoots and video content creation, including project managing shoots that are part of full campaigns.
8. Work closely with the marketing team and other departments to consistently improve website content and ensure its accuracy.
9. To provide marketing support at internal and/or external events where required, weekend and evening working may be required.
10. Working with the events team to create best possible visitor experience.
11. Ongoing market research of competitors.
12. Creating marketing collateral for use direct to clients, in campaigns, and by other colleagues where needed.
13. Engage in continuing professional development by engaging in courses and workshops, where appropriate, that offer opportunities to increase skills.



GENERAL

1. To implement the Equal Opportunities Policy into your daily activities.
2. To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and other relevant legislation and EC Directives, including reporting to your line manager any health and safety hazard immediately you become aware of it.
3. To work in accordance with GDPR Legislation and the Data Protection Act (1998).
4. To raise any issues, including ethical, with the Communications & Marketing Manager or other senior manager (where appropriate) in a timely manner
5. Any other duties as are within the scope, spirit and purpose of the job, the title of the post and its grading as requested by the line manager or Head of Department/Division.

Note: This role outline reflects the present requirements of the post. Duties and responsibilities may change and develop during the course of the role.

PERSON SPECIFICATION

CRITERIA	ESSENTIAL/ DESIRABLE	HOW TO BE MEASURED CV, INTERVIEW, OTHER
EXPERIENCE		
Two years' experience in marketing including print and digital campaigns	E	CV/I
Marketing Qualifications	E	CV
Graphic design skills and ability to produce print-ready artwork	D	CV/I
Content management and website experience	E	CV/I
Experience in working with a range of stakeholders to achieve project objectives	D	
Good range of software skills from InDesign, Photoshop & Illustrator, and Microsoft Office Suite	E	
Experience in planning and managing photo and/or video shoots	D	
Heritage or Visitor attraction experience	D	



Event planning skills	D	
Copywriting skills (web and print)	D	
GDPR training	D	
Social Media campaign experience	D	
PERSONAL ATTRIBUTES		
Positive, motivated and resilient	E	
A strong team player	E	CV/I
Understands and supports Shuttleworth's mission and values	E	CV/I
Calm and friendly	E	
Willingness to engage in training and to improve skills	E	
Maintains up-to-date personal portfolio to self-measure progress and achievements	D	
Bright and enthusiastic	E	
Treats all stakeholders (inc colleagues and external suppliers) with respect and professionalism	E	
Full driving licence	D	

November 2018