

Job title: Marketing and Content Co-Ordinator

Job family: Commercial & Development

Job ref: C&D034

Job family definition

Roles within the Commercial and Development job family are focused on increasing and generating income, through creativity, branding, innovative business development, and funded projects. In order to make Eden sustainable, successful and a leading, value-for-money visitor attraction and live music venue.

Role purpose

To support the Marketing and Audiences Director and wider marketing team in the administration and co-ordination of campaigns, content and activities to support Eden's Destination marketing and Mission engagement activities.

This will involve working closely with internal and external stakeholders, in particular, Eden's finance team, Eden Live, Eden Interpretation, and external agencies.

Key accountabilities

1. Providing general administrative support for the Marketing Director and Chief Digital Content Officer, including diaries, meeting bookings, filing, travel, expenses etc.
2. Reconciling the marketing budget expenditure to raise orders and track current spending, ensuring compliance with internal financial procedures. Working closely with the finance team to ensure that agency payments are made on schedule and that all parties are kept informed.
3. Maintaining and updating on site poster listings and working with relevant third parties, listings sites and 'What's On' websites to ensure they contain up to date information about Eden's events.
4. Acting as the key point of contact internally for Image or Video asset requests from internal teams. Liaising with digital content and Interpretation/design teams to manage/co-ordinate content asset management for use across the organization.
5. Work alongside interpretation and marketing team to ensure that identified processes, standards and frameworks for digital content are upheld. Ensure that guidance on processes to undertake when working with suppliers, content creators, and freelancers is supplied internally to relevant teams.
6. Work with teams to develop and co-ordinate editorial content calendars that are aligned across channel and audiences and provide a joined-up experience with consistent clear proposition, message and call to action.
7. Managing any marketing competitions including contacting winners, arranging prizes and fulfilment.

Demands of the role

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| Education & qualifications | The jobholder will be educated to A level standard or equivalent. |
| Knowledge & skills | At least 2 years' experience in marketing and administration in a consumer-facing organisation. The job holder will have excellent numerical and organisational skills, be able to juggle multiple projects at one time and flex to work to tight deadlines.. |
| Decision -making | Most decision making will be based on knowledge of the role and set procedures. Reports to line manager on a daily basis, referring any complex decisions, however uses autonomy and initiative where relevant. An organized and methodical approach to managing a busy workload will be essential. |
| Resourcefulness | Works within existing processes and procedures with the occasional need for some adaptive thinking when unusual or new situations arise. The ideal candidate will take a pro-active and creative approach to solving problems and will work closely with their line managers to develop and improve ways of working. |
| People & asset management | Supports Marketing Director and Chief Digital Content Officer on a day to day basis. Monitors the Marketing departmental budget and ordering processes, keeping the Marketing Director updated on spend levels. No direct reports but may oversee work of interns/assistant in areas such as financial admin and online listings. |
| Communication & visitor experience | Well-developed communications skills are integral to this role: They must be able to adapt their approach in order to engage stakeholders at all levels both within and outside of the organisation. Excellent written communication skills and strong attention to detail. |
| Operational environment | Home and office-based hybrid environment with regular site visits. Occasional travel is required when meeting with industry groups and other visitor attractions. |
| Additional features | Needs to keep abreast of the latest developments and trends in tourism and visitor attractions. |