

Job title: Marketing Executive

Job family: Commercial & Development

Job ref:

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.

Role purpose

You will support the Marketing Campaigns Manager and Eden digital team in developing and implementing multi-channel campaigns, to drive visitors to the destination and achieve visitor targets against Eden's wide ranging seasonal events programme. This will involve working closely with internal and external stakeholders, in particular, the Eden Live programme team, wider Sales and Marketing team and Eden's creative and media agencies.

Key accountabilities

1. Supports the Marketing Campaigns Manager in the development, delivery and evaluation of seasonal marketing campaigns, working closely with external media/creative agencies. In particular, this will involve developing campaigns for ad-hoc events and weekends, including:
 - writing creative and media briefs
 - attending briefing meetings and calls
 - feeding back on creative work
 - campaign co-ordination to ensure all elements are delivered to schedule
 - following up on campaign evaluation, in particular on digital advertising results and KPIs
2. Attending team meetings in order to maintain up to date detail on forthcoming seasonal programmes and activities, and to communicate marketing plans to relevant internal stakeholders.
3. Copy writing, sourcing images, proof reading and working with in-house design team/creative agency to create adverts, seasonal marketing leaflets, flyers and posters, sourcing print where necessary and negotiating best prices.
4. Working with the Marketing co-ordinator to reconcile the marketing budget expenditure to raise orders and track current spending, ensuring compliance with internal financial procedures.

5. Supporting Digital team in creating, scheduling and evaluating social media, web and email content and communications.
- Monitoring social media channels
 - Replying to visitor comments and feedback
 - Creating and scheduling posts across social media channels.
 - Assisting with content for email newsletters, sourcing images, proofing and checking links and audiences.
 - Assisting with maintaining edenproject.com up to date content.
 - Assisting with reporting on digital activity.

Demands of the role

Education & qualifications	The jobholder will be a educated to A level standard or equivalent.
Knowledge & skills	At least 2 years' experience in advertising and media buying in a consumer brand-led, (B2C) organisation, and a broad overview of all aspects of the marketing mix. They will understand brands and how they affect the consumer. They will have a good grasp of social media and digital channels, and ideally some experience of managing multi-channel campaigns. The job holder will have excellent attention to detail, good numeracy, strong organisational skills, be able to juggle multiple projects at one time and flex to work to tight deadlines. Experience of proof-reading is desirable. A knowledge and appreciation of the tourism/visitor attraction sector particularly in the South West would be advantageous.
Decision -making	The job holder will need to have good creative judgment to advise on production of creative. The jobholder will routinely need to reprioritize plans and activities to meet changing needs of the organisation at short notice. Updates the Marketing Campaigns Manager and Digital Content Manager on a regular basis.
Resourcefulness	This role demands a good level of innovation and creativity to solve any issues during implementation of the campaigns, and to contribute to creating innovative and effective digital content.
People & asset management	Supports Marketing Campaigns Manager in managing external agencies (media & creative). Supports Digital Team in content creation, including assisting with external photo/film shoots and supervising photographers/film makers on site. Supports both teams in reconciling marketing spend against budget.
Communication & visitor experience	Well-developed communications skills are integral to this role, involving the jobholder in such activities as creative writing, negotiation and agency briefing. They must be able to adapt their approach in order to influence and engage stakeholders at all levels both within and outside of the organisation. They must have experience of writing and editing for social media and website content, and demonstrate some awareness of best practice guidelines around this.

Operational environment

Office –based 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, and the latest digital innovations and trends.