# Job Title

Marketing Executive

# Job Status

Permanent – full time

# Salary

£21,000 - £27,000

# Reporting

Marketing Manager

# Key Relationships

|  |  |
| --- | --- |
| **Internal** | **External** |
| Marketing Manager (line manager) | Local Businesses |
| All Other Staff | Partner Organisations and Stakeholders |
| Board of Directors | Sub Contractors/Service Providers |
|  | BCC |
|  | Press and Media |

# Supervisory Responsibilities

None

# Doncaster Chamber Vision, Values and Behaviours

To work towards our vision and share our company values.

Our Vision: “To be the most client focused and impactful Chamber of Commerce in the UK.”

Our Values: Empowered, Helpful, Meaningful Collaboration, Credible, Belief

# Main Duties & Tasks

This role requires experience across all areas of communications and marketing, with a focus on digital marketing, design and social media management, working closely with the lead for communications and PR.

* Support the Marketing Manager in developing and delivering a Marketing & Communications Plan that promotes all the Chamber’s activities including Membership, Events, International Trade, Opportunities Doncaster, Business Support projects, Patrons
* Support the ongoing development of the CRM system and work on automation and segmentation of email marketing
* Create content for use across a range of media such as sales flyers, adverts, newsletters, marketing e-mails and event programmes for our flagship events including Opportunities Doncaster Live, Women in Business Conference, and Business Awards.
* Film and edit high quality short videos for use on social media platforms.
* Photography at Chamber events, and for case studies and press releases.
* Manage content updates to the Chamber’s website using a Content Management System.
* Manage the Chamber’s social media platforms /activities posting engaging high-quality content that engages with the audience and helps to grow numbers of followers and connections.
* Deliver effective social media advertising campaigns, including Google ad words, Facebook and LinkedIn.
* Create editorial content for internal and external Chamber articles and publications including the Chamber’s e-bulletins and partnerships with local media outlets.
* Write, edit, proofread, distribute press releases and news articles, case studies, testimonials and develop and co-manage media relations.
* Assist with driving sponsorship/advertising revenues from the Chamber’s website and e-bulletin in line with the Business Plan and Budget.
* Track online engagement (websites, social media platforms, Mail Chimp etc.), monitor against KPIs and use results to strategise ongoing marketing tactics.
* Support the development, promotion and sale of Chamber membership.
* Provide operational support to the delivery of the Chamber’s activities including the Business Awards.
* Ensure compliance with GDPR.
* Ensure the consistent application of the Chamber brand across all channels.
* Liaise with external suppliers (eg. Printers, designers, videographers, telemarketing).
* Engage and network with appropriate partners and stakeholders building mutually beneficial relationships inc. representing the Chamber at any stakeholder meetings/events.
* Assist with policy-related activities (eg. Attend partner meetings, promote on social media, set up social media polls).
* Adhere to all policies and procedures at all times.
* Provide regular updates on task progress in team meetings and ensure task management system is kept up-to-date.

**Skills, Experience & Competencies**

* Experience across all areas of communications and marketing, with a particular interest in digital media, design and social media management.
* Experience of delivering effective B2B digital marketing campaigns.
* Knowledge of the full range of digital media platforms and opportunities with the ability to keep up to date with emerging trends and technologies.
* Ability to work on own initiative, suggest new ideas and ways of doing things.
* Creative thinker able to contribute ideas.
* Able to take and develop briefs from colleagues in different departments, ensuring a good understanding of what they are trying to achieve and advising on the most effective tactics, channels and messaging to deploy.
* Experience of liaising and collaborating with external suppliers including design agencies and printers, as well as marketing contacts in member businesses, sponsor businesses etc.
* Excellent attention to detail.
* Ability to create high quality video and social media assets.
* Good organisational skills, with ability to manage concurrent projects effectively to ensure deadlines are met and progress is made.
* IT literate, with experience of using spreadsheet and database packages, as well as MailChimp, Adobe Creative Suite, Canva, InDesign, Illustrator, Photoshop, Survey Monkey and WordPress CMS.
* Able to relate to people at all levels.
* Must have access to own vehicle and be able to travel to venues situated within Doncaster and occasionally South Yorkshire.

**Key Performance Indicators**

* Achieve all agreed budgetary targets,
* Distribute target number of e-bulletins, external communications and press releases in a timely manner.
* Contribute to the organic recruitment of new members through marketing activity
* Grow Chamber audiences across all social media platforms.
* Keep up to date online engagement monitoring to advise ongoing marketing strategy.

Additional KPIs and tasks may be agreed and added from time to time according to business needs.