

Job Description

Position: Digital Marketing Executive

Reports to: Head of Marketing (C&E, CentrEd and Corporate)

Purpose of the Role

This role is responsible for implementing ExCeL's digital marketing plan on a day-to-day basis, under the guidance of the Head of Marketing. The role supports the development of the ExCeL website, social media channels and digital communications. The role is also responsible for marketing and communications linked to ExCeL's CSR (Corporate Social Responsibility) policy. Key themes for the role will be:

1. Developing content for ExCeL's websites – www.excel.london and www.centred.london
2. Managing and monitoring ExCeL's social media channels, including addressing feedback
3. Digital communications to support ExCeL's key commercial divisions – C&E, exhibitions, hospitality and EVS (ExCeL Venue Services)
4. Reporting on digital marketing activity across the business

Responsibilities

1. Implementation of the Digital Marketing Plan

Working closely with the Head of Marketing, as well as the Marketing Managers for Exhibitions, Hospitality and EVS (ExCeL Venue Services), the Digital Marketing Executive will be responsible for implementation of ExCeL's digital marketing plan, in line with the commercial strategies for the business. Top line objectives include:

- Developing and maintaining ExCeL websites - www.excel.london and www.centred.london
- Increasing social media reach across all of ExCeL's core channels (Facebook, LinkedIn, Twitter and Instagram)
- Manage and monitor ExCeL's online reputation through platforms such as TripAdvisor
- Enhance the ExCeL experience for organisers and their visitors, exhibitors and delegates via our online channels, in conjunction with other marketing platforms
- Supporting organisers across the business on a bespoke basis as part of ExCeL's marketing support package – key activities include adding content to ExCeL website, working on a one-to-one basis to tailor social media activity, and creating HTML campaigns designed to support their events at ExCeL London

2. Management and Monitoring of Social Media

The role will be responsible for the day-to-day delivery of ExCeL's social media content strategy. This includes scheduling and posting key messages on the company's social media channels through tools such as Buffer and Hootsuite, as well as managing positive and negative feedback, alongside the customer services team. The Digital Marketing Executive will also track social media and report trends using the relevant tools.

3. Updating and Developing Website Content

The Digital Marketing Executive will be responsible for ensuring that both ExCeL websites offer the best possible resource to organisers planning events at either ExCeL or CentrEd. The role will ensure that content across both sites is kept-up-to-date, as well as creating new content for the

CentrEd blog, using ExCeL's bespoke CMS. Working with the Head of Marketing, the Digital Marketing Executive will look for opportunities to improve and develop both websites.

4. Digital Communications

Using Campaign Monitor and MailChimp, the Digital Marketing Executive will be responsible for building and issuing HTML campaigns, in collaboration with external agencies (previous experience of coding HTML campaigns would be a benefit), to support all areas of the business. This includes organiser communications, as well as HTMLs targeted for visitors and exhibitors. This role will also support the curation of some content and report on all digital communications.

5. Internal Communications

Working alongside the HR team and the Head of Marketing, the Digital Marketing Executive will assist in creating an internal communications programme to engage employees with the ExCeL brand proposition and the impact of positive visitor experiences. The Digital Marketing Executive will be responsible for writing content based on the HR Team's suggested content and themes.

6. CSR (Corporate Social Responsibility)

In addition to core responsibilities, this role will also be responsible for day-to-day oversight and management of ExCeL's CSR marketing strategy. This involves implementing the CSR marketing plan, participation in ExCeL's sustainability committee, representing the company in internal and external audits, creating and updating ExCeL's CSR collateral (including ExCeL's annual UN Global Compact report), creation of internal and external communications, building a database of contacts and control of the CSR marketing budget. The Digital Marketing Executive will also be the main point of contact for the charities ExCeL works with, providing support and seeking new ways to work collaboratively and boost awareness of ExCeL's CSR activity.

7. General Support

General administration relating to the role such as creating and distributing social media analytics together with assisting in the planning and budgetary control of all digital marketing, as well as working alongside the operations and media teams to manage the digital content in the venue will be key aspects of the role.

Core Competencies

Creativity & Innovation: Champions initiatives that foster a culture of learning, creativity and innovation across the organisation. Influences the way the organisation works and delivers effective change in organisational culture. Prepared to consider radical and innovative ideas to maximise organisational success. Develops solutions in situations where there is no precedent. Strives for improvements but not at the expense of business goals. Prepared to be bold and manage risk successfully

Drive, Energy & Persistence: Being self-motivated and shows resilience in difficult situations, flexible and accommodating to meet the varying demands of a commercial and entrepreneurial business. Has high standards for self and others, meets agreed deadlines. Allocates time to longer-term activities, always looking for opportunities to do things faster, better, more cost effectively, eliminating non-value added activities. Is clear-minded in pursuit of objectives.

Communications Skills: Excellent verbal and written communication skills. Ensures clarity of understanding through active listening and seeks clarification where necessary. Expresses self clearly, concisely and professionally, presents ideas well and in a logical manner.



Demonstrates an awareness of non-verbal communication. Able to confidently communicate with all ExCeL stakeholders with a warm, welcoming, professional & friendly visual presence.

Team Orientation/ Achieving with Others: A personable individual, able to confidently build positive, respectful relationships with team, company colleagues and customers. Positively and actively engages with and supports the activities of the team in the achievement of their objectives and freely shares knowledge and information, adapts a positive, proactive and flexible approach to duties and hours.

Initiative: Self-motivated individual, displaying a positive, helpful and approachable attitude towards colleagues and customers. Demonstrates a proactive approach to ensure all assigned tasks are completed comprehensively and efficiently. The ability to work using one's own initiative balanced with playing a key team role. Does not require direct instruction to be able to complete research activity.

Knowledge and Skills/ Experience:

Knowledge of all social media channels – Twitter, Facebook, YouTube, LinkedIn etc.
Previous experience with Google Analytics or similar online analytics tools
Passion for digital technology, social media, brand building and creativity.
Skills in online marketing, branding, social media marketing and copywriting.
Experience of working for an organisation with a strong customer service ethos.
Experience using website content management systems, CRM and SEO preferred.
Experience of using email marketing systems, including monitoring of results.
Intermediate-level knowledge of Adobe creative suite (Photoshop/Photoshop Elements/InDesign) to prepare images for digital use and create digital reports
Knowledge of HTML code and previous experiencing building campaigns from the ground up a plus
Previous experience with PPC campaigns or social media advertising would be beneficial
Project planning.
Commercial awareness.
Advanced Microsoft Office skills.

Education:

Bachelor degree in marketing or a related subject preferred, ideally with a specialisation in digital media.

In addition to the above you are required to undertake such duties as may reasonably be required of this role. ExCeL London may update this Job Description from time to time in order to reflect changes in business requirements. This procedure will be undertaken through discussions between the job holder and their manager.