

Job Description – Marketing Executive

Title:	Marketing Executive
Reports to:	Director
Based at:	17, The Courtyard, Timothy's Bridge Road, Stratford Upon Avon, Warwickshire, CV37 9NP.
Date created:	5 April 2019

Company Overview

DSA is a global exhibitions and events agency. Founded in 1995 and still independently owned, we produce exhibition and event experiences that create brand impact, audience engagement and measurable results. From our UK headquarters, our talented team work as trusted long-term partners to our clients and deliver projects all over the world.

Position Overview:

As Marketing Executive, you will be able to provide hands-on support to the Director to deliver marketing activities for DSA. The purpose of the position is to promote the DSA service offering to both new and existing clients, working closely with the sales and project management teams to raise brand awareness, identify growth opportunities and support the lead nurturing process.

You will support with the delivery of the full marketing mix including content, CRM, email and social, with regular ROI analysis and assessment. You will have strong project management and organisation skills, excellent attention to detail, be a confident communicator and creative copywriter. You'll be full of ideas and initiative that could help us achieve our objectives.

This role requires minimum of 2 years of previous marketing experience, ideally with an understanding of the exhibitions and/or events sector. An interest in photography and digital media would be very positive.

Key Responsibilities and Accountabilities:

- Create and deliver marketing campaigns targeting key industry verticals as defined in the sales and marketing strategy
- Use website content, SEO, email campaigns, direct mail, marketing partnerships, social media and PR as appropriate to achieve campaign goals and maximise ROI
- Write and update the website content including case studies, news and blogs using the WordPress CMS ensuring all content is search-optimised
- Brief and manage photography and videography suppliers and/or go onsite to our events to photograph our work
- Select and resize images/videos as necessary for digital use and manage the company photo/video library

- Manage Insightly CRM to ensure clean data, opt-out tracking and appropriate marketing lists for email and telesales campaigns
- Identify gaps in data and research new sources of prospect data
- Create, schedule and provide reporting on email campaigns to targeted verticals using Mailchimp
- Develop social media content in line with the social media strategy for channels including LinkedIn, Twitter, Facebook, Instagram and YouTube and schedule posts using Hootsuite
- Compile monthly digital marketing reports using Google Analytics, Hootsuite and the social channels analytics functionality
- Stay ahead of industry news and trends, sharing regular updates with internal colleagues.

Key Skills:

- Excellent verbal and written communications
- Creativity and imagination
- Strong organisational and planning skills
- Able to multi-task and manage multiple projects simultaneously
- Commercial awareness and good financial acumen
- Influence and negotiation skills
- Able to build and maintain trusted relationships with colleagues, suppliers and clients
- Networking skills
- Knowledge of Microsoft Office products

Desired Behavioural Attributes:

- Able to work independently and as part of a wider team
- Able to manage workload to deadlines and be respectful of the workload of colleagues
- Self-motivated and enthusiastic
- Maintain a client perspective at all times
- Positive, flexible and a proactive problem solver
- Show commitment to deliver excellence
- Take ownership for ensuring 100% accuracy across all tasks
- Engage and participate in personal development opportunities that are presented
- Keep up to date with latest technologies and market developments

KPIs:

- Website visits, bounce and engagement rate
- Social media follower numbers, engagement rate and positive sentiment
- Email open rates, click rates and engagement rate
- Total pipeline value
- Number of opportunities generated
- Number of meetings scheduled
- Range of opportunities including the full agency offering
- Positive client feedback
- Positive colleague feedback

I hereby acknowledge and accept the job description and responsibilities of my duties:

Signed:

Print Name:

Date: