



## **Marketing Executive Job Description**

### **About us...**

Visitors to British Airways i360 can take to the skies and see Brighton and the South Coast as they have never seen them before.

Guests glide up gently to 138m (450ft) in our futuristic glass viewing pod, conceived and designed by Marks Barfield Architects, creators of the London Eye.

### **The Role...**

We are looking for an enthusiastic Marketing Executive to join our marketing department and provide creative ideas to help achieve our goals.

As a Marketing Executive, you will collaborate with our marketing and PR team in all stages of marketing campaigns. Your insightful contribution will help develop, expand and maintain our marketing campaigns. A typical week might involve planning social media content, posting to our channels and engaging with followers; updating online listings; ordering print collateral; helping to plan themed flights and special events; and helping to create engaging marketing initiatives to drive visitors to our wonderful attraction.

You will be a clear and confident communicator who excels at building relationships and is comfortable handling queries from both the public and the media. You are brimming with ideas and can write crisp copy promptly in whatever format it is required. In addition, you will have proven experience running successful social media accounts. In return we offer the chance to be part of the most-talked about attraction on the south coast, in a fun, friendly and fast-paced environment right on Brighton beach.

### **Responsibilities**

- Supporting marketing campaigns by managing small projects, such as ordering print collateral, sending out advertising copy & images, updating listing sites and managing our profile on partner sites.
- To assist in developing our database of social media influencers
- Performing market analysis and research on competition
- Supporting the marketing team in daily administrative tasks
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)

- To help write press materials, co-ordinate photo shoots, book film crews, manage an image library, distribute media information and generally assist in providing all types of content for the media.
- Ordering posters and leaflets
- Help organize marketing events and other onsite activities
- Writing website copy / doing minor updates on the website

This list is not exhaustive. We are a small team and the role may evolve over time. A flexible and willing attitude is vital.

### **Your skills, experience and personal qualities**

This would be a perfect opportunity to a recent marketing/media graduate or someone in the beginning of their career in marketing.

- You must possess an excellent grasp of the English language and have strong writing skills; able to follow a brief and a style guide to write social media posts, press materials, digital content, newsletters, blogs and other content quickly and professionally.
- Evidence of having produced engaging content for social media channels is essential, either in a professional or personal capacity.
- Excellent knowledge of MS Office is essential
- Excellent interpersonal skills, able to form positive relationships with a wide variety of people.
- Familiarity with marketing software and online applications (e.g. CRM tools, Online analytics and Google Adwords) is beneficial
- Passion for marketing and its best practices
- Solid understanding of different marketing techniques
- Experience of scheduling and reporting from analytical platforms and software such as Google Analytics would be useful but not essential.

### **Job hours and salary**

- This is a full time position.
- Starting salary is £20K pa. increasing to £22K pa. after successfully passing the three month probation period
- Working hours are 40 hours per week, 9:00-17:30 but some flexibility will be required
- Closing Date is 12<sup>th</sup> September 2018
- Interviews will be held during the last two weeks of September.
- Ideal start date: w/c 8<sup>th</sup> October 2018