



Marketing Executive

Job title: Marketing Executive

Responsible to: Director of Marketing

Hours: 40

Contract type: Permanent

Salary: £26-£28k depending on experience

About us

We have an exciting opportunity that offers plenty of scope to develop a successful career in Marketing, supporting the following Nottingham Venues properties:

Set in 330 acres of University of Nottingham's landscaped parkland, **The Orchard Hotel** is a stylish, award winning, eco-friendly hotel. With 202 bedrooms, a variety of meeting rooms, restaurant, bar and terrace.

East Midlands Conference Centre has recently completed a £2.1m refurbishment, sited adjacent to the Orchard Hotel, providing events for up to 1000 delegates.

Set within 65 acres of lakeside grounds, close to Nottingham City Centre, **Jubilee Hotel and Conferences** offers an innovative setting for events, along with the comforts of a 100-bedroom modern hotel.

Our three campus locations provide an unrivalled choice of venues and facilities, with spaces ranging from modern tiered lecture theatres and teaching laboratories to meeting rooms, breakout spaces and exhibition halls. Our **Campus Venues** team work closely with the University of Nottingham, to offer meeting, event space and accommodation to a wide range of businesses, community, faith and sports groups.

Main purpose of the role?

Working as part of a small team, the Marketing Executive will be responsible for developing and executing engaging marketing content that drives brand awareness, customer engagement and sales growth across all areas of the business. The role will include the management of all social media channels, which will involve working closely with peers to generate relevant content that will be used in organic and paid ads.

You will work closely with the Marketing Director to create, manage and execute effective marketing campaigns across all marketing channels.

You will have a passion for marketing and become a brand advocate for the business.

Key responsibilities:

- Assist in the creation of marketing strategies to achieve business objectives
- Identify new marketing opportunities and emerging trends
- Manage and execute engaging social media campaigns across various platforms such as Instagram, LinkedIn and Facebook, working alongside our social media agency
- Work with our Marketing Assistants to create social media content including organising shoots & videography
- Utilise reporting tools such as Google Analytics to track the performance of marketing campaigns
- Build and schedule email marketing campaigns including analysis and recommendations for improvement
- Provide support to the Marketing Manager with design work and website content
- Collaborate with different departments across the business to ensure brand consistency
- Manage our OTA and online membership profiles
- Create content for our internal employee publication
- Competitor research and analysis

The ideal candidate

We are looking for someone with a passion for marketing and an understanding of the current marketing trends.

You will also have:

- At least two years in a marketing exec role or similar
- Evidence of working on various social media platforms, managing campaigns and scheduling content
- Experience of managing email marketing campaigns using Mailchimp or a similar platform
- Strong copywriting, proof reading skills
- Excellent communication and interpersonal skills
- Creative thinking and problem-solving abilities
- Ability to work independently and as part of a team
- Attention to detail
- Ability to handle multiple projects simultaneously

Desirable:

- A marketing degree/CIM Qualification or willing to work towards
- Design skills using Canva or InDesign
- Experience in using website Content Management Systems
- Experience of working with external agencies
- Experience in using TikTok and Instagram to grow engagement and followers

Benefits

As a reward for your hard work and to help you look after your health and wellbeing, make the most of your finances and enjoy your leisure time, here are some of the great benefits we offer:

- 25 days Holidays plus bank holidays, or a day off in lieu if contract requires you to work. PLUS, an extra day holiday for each years' service (up to a maximum of 5 years)
- Real living wage employer
- Fantastic opportunity to be part of a competitive contributory Pension scheme
- Free meals and refreshments when on duty
- Excellent training and development opportunities through our internal training program and support with professional qualifications
- Employee wellbeing support via our Employee Assistance programme
- Discounted rates for both yourself and family and friends in our hotels and restaurant
- Discounted membership at the University sports facilities
- Access to a range of retail, technology, and holiday discounts through the Nottingham Venues discounts platform
- Cycle to work benefit scheme
- Employee recognition including long service awards and monthly "Top of the tree" event
- Opportunity to earn additional payment by being a member of various employee committees
- Full uniform provided
- £250 recommend a friend incentive

In May 2018 the data laws changed for the better. This means you have better control of your own data and how it's used. We want to reassure you that we treat your details carefully and your data with the utmost respect. So we've updated our Privacy Policy to reflect how we collect, protect and handle your personal information.