



HILLINGDON CHAMBER OF COMMERCE

JOB DESCRIPTION

POST: MARKETING EXECUTIVE

SALARY: £30-35,000 pa pro rata

HOURS OF WORK: 20 per week

LOCATION: Home based + various locations within the Hillingdon Borough

REPORTS TO: Chamber Manager and the Committee

PURPOSE OF POST: Through the promotion of the Hillingdon Chamber of Commerce to local businesses and organisations by heading up the Chamber's digital and direct marketing campaigns and attendance at various events.

Duties:

1. Reporting to the Chamber Manager and the Committee.
2. Promote the Chamber to raise profile and encourage new membership in line with its strategy.
3. Produce and disseminate captivating campaigns and social media content to the Chamber's social media accounts to enhance the online presence and member engagement.
4. Comply with the Chamber's policies and the decisions of the Committee.
5. Promote the Chamber to raise profile and encourage new membership.
6. Keep accurate records in line with GDPR regulations and Chamber policies.
7. Undertake training as required by the Chamber Manager and Committee.
8. Prepare the Chamber's annual marketing plan.
9. Produce and disseminate captivating campaigns and social media content to the Chamber's social media accounts to enhance the online presence and member engagement.
10. Analyse the long-term needs of the Chamber in line with its marketing strategy and prepare reports to the Committee Member, outlining any necessary changes to the overall marketing campaigns.
11. Staying up-to-date with the latest marketing trends and digital technologies for social media.
12. Liaise with 3rd party suppliers.

13. Ability to work on own initiative, manage own time, prioritise and meet tight deadlines.
14. Update the Chamber website.
15. Produce content for the Chamber's weekly newsletter.
16. Attend all Chamber events.
17. Attend Committee meetings as and when required.
18. Such other duties as the Chamber Manager or the Committee may reasonably direct.

Person Specification:

Qualifications:	Essential	Desirable
Educated to GCSE level in English & Maths	√	
CIM Level 4 or equivalent qualification of experience	√	
Knowledge & Experience:		
Experience of using Hootsuite or similar app		√
Experience of using a CRM system	√	
Experience of wordpress	√	
Experience of social media platforms	√	
Experience of designing and delivering marketing campaigns	√	
Experience of Canva or similar app		√
Skills:		
Proficient in MS Office and relevant operating systems and software programs.	√	
A sound understanding of SEO, web traffic metrics and keyword search.	√	
Graphic Design	√	
Ability to prioritise workload to meet the needs of the Committee	√	
Excellent written and verbal communication skills	√	
Excellent interpersonal skills	√	
Professional and confident	√	
Networking skills	√	
Ability to work as part of a team	√	
Ability to work under pressure to meet deadlines	√	
Personal Attributes:		
Good time keeping	√	
Flexible to work outside of normal office hours	√	
Willingness to work from different locations within Hillingdon but may involve occasional travel to conferences and events outside the Borough	√	
Clean driving licence and access to a vehicle		√

Package:

20 Days Holiday (plus bank holidays) pro rata
Employer's Pension Contribution
Employee Assistance Programme
Discount Portal