

POST: MARKETING EXECUTIVE

SALARY: £25,000-30,000 pa (Full time salary paid on pro rata basis)

HOURS OF WORK: 20 per week

LOCATION: Hayes (Flexible working) + various locations within the Borough

REPORTS TO: Chamber Manager and the Committee

PURPOSE OF POST: Promotion of the Hillingdon Chamber of Commerce to local businesses and organisations through Chamber's digital and direct marketing campaigns.

Duties:

- Overseeing and developing digital and offline marketing campaigns for membership, events and awareness creation in line with Chamber's marketing plan.
- Conducting research and analysing data to reach target audiences.
- Creating content and proofreading creative copy for social media posts, email campaigns and other marketing strategies.
- Managing campaigns on social media and monitoring performance.
- Plan and manage the email campaigns and weekly newsletters.
- Website management and conversion with data analytics.
- Working with membership and events team to develop videos and blog content.
- Maintaining CRM system and improve member acquisition.
- Keep accurate records in line with GDPR regulations and Chamber policies.
- Maintaining activity KPIs for digital marketing strategies
- Comply with the Chamber's policies and the decisions of the Committee.
- Analyse the long-term needs of the Chamber in line with its marketing strategy and prepare reports for the Committee Members, outlining any necessary changes to the overall marketing campaigns.
- Staying up to date with the latest marketing trends and digital technologies for social media.
- Liaise with chamber members, other stakeholders and rest of the team to collate content for marketing.
- Attend all Chamber events.
- Attend Committee meetings as and when required.
- 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