



Discover Newmarket

Job Opportunity: Digital Marketing Executive

Up to £28- £30K (depending on experience)

Discover Newmarket is the official tourism body for Newmarket and the surrounding area. Responsible for marketing Newmarket as a key destination for the East of England. It also runs a series of guided tours and experiences, effectively showcasing and raising the profile of the home of horseracing.

Discover Newmarket works closely with the National Horseracing Museum (a visitor attraction covering 5-acres dedicated to telling the story of British Horseracing) and has recently taken over their marketing services. This new and exciting position, based at the Museum in Newmarket, will be required to cover the marketing role for both organisations. The post holder will be responsible for all digital and marketing campaigns and help develop dynamic and creative content across a number of channels to drive traffic and ultimately increase visitor numbers to both the Museum and Newmarket.

This is a challenging role, however the successful applicant will have the advantage of promoting some of the strongest visitor economy brands in the East of England.

Duties include:

Day to day management across all social media platforms, providing creative content including image and video production and editing. Experience in setting-up and managing paid social media campaigns.

Manage the content and updates of both websites in keeping with brand guidelines with a strong eye for detail and accuracy. Responsible for reporting on website analytics and managing SEO.

Content creation and generation of regular mail shots including management of CRM segmentation and evidencing increase in subscribers.

Attending travel and trade exhibitions and networking events.

Point of contact for all advertising enquiries and artwork development as well as updating listings on third party websites.

Point of contact for all media enquiries and liaison with PR Agent.

Provide monthly detailed reports on web traffic, email sends, social media activity and campaigns demonstrating clear growth.

Assist with the management of the marketing strategy and to manage assigned budget.

SKILLS/KNOWLEDGE

Strong digital marketing skills with at least three year's experience in a similar role ideally within the heritage, museum or tourism sector.

Previous experience of managing multiple social media accounts, generation of engaging content and editing of images and videos.

Proven experience of running creative marketing campaigns across a number of channels, both traditional and digital.

Strong copywriting skills with attention to detail.

Experience of budget management and report writing.

Highly motivated with an ability to prioritise a varied workload and multitasking.

Strong IT skills including Outlook, Word, Excel, Photoshop and Mailchimp (or similar packages).

Professionally presentable at all times.

Knowledge of the horseracing industry is desirable but not essential.

Must have driving licence and own vehicle.

TERMS AND CONDITIONS OF EMPLOYMENT

Some early morning, evening and weekend work may be required for which time off in lieu will be offered.

Salary: up to £28,500 (depending on experience)

Full time: 37.5 hours per week (9 am to 5 pm)

Annual Leave: 28 days including public holidays

Probation Period: 3 months

Notice Period: 1 month either side

Other Benefits: Contributory pension scheme

Place of work: Office based position, located at the National Horseracing Museum

APPLICATION PROCESS

To apply for this exciting and challenging role please submit the following:

A full Curriculum Vitae

A letter of application, no longer than 2 A4 pages, explaining your aptitude and experience related to the skills outlined in this job description

The names and full contact details of 2 referees. References will not be sought without prior agreement.

Please indicate if there are any restrictions on you taking up employment in the UK and, if so, provide details

Please send your application by email to: tracey.harding@discovernewmarket.co.uk
Application Deadline: 7th August 2023

Equality: Discover Newmarket believes in the employment and advancement of people solely on their ability to do the job required. When recruiting people, we will therefore disregard their gender, marital status, race, age, colour, nationality, ethnic origin, religion and sexual orientation. There will be no discrimination on the basis of disability.