

**Job Description**

<b>Job Title:</b>	<b>Digital Engagement Executive</b>
<b>Location:</b>	Cheltenham (with occasional homeworking) We are due in our new home at the Minster Exchange by 2022
<b>Responsible to:</b>	Digital Marketing Manager
<b>Hours:</b>	37 hours per week. Some evening and weekend work required during festivals.
<b>Salary:</b>	<b>£21,000 – £24,000 per annum</b>
<b>Benefits:</b>	<ul style="list-style-type: none"> <li>• 33 days holiday per annum including bank holidays</li> <li>• Pension</li> <li>• Staff Ticket Allocation</li> </ul>

**Background information**

Cheltenham Festivals is a charity bringing outstanding arts and science to all. Our education, community and talent development programmes reach out year-round and culminate at the town’s internationally-acclaimed Jazz, Science, Music and Literature Festivals.

Since the launch of the Music Festival in 1945 and the Literature Festival in 1949 (the World’s oldest Literature Festival) Cheltenham has been at the forefront of contemporary British culture. The Jazz festival was introduced in 1996 and the Science Festival in 2002.

The Marketing Department is responsible for the effective delivery of marketing campaigns in support of the development of the Cheltenham Festivals brand and profile, audience growth, box offices sales, customer service and data insight.

**The Role**

As Digital Engagement Executive you will and be ready to take on day-to-day digital activities from day one supporting the Digital Marketing Manager in the delivery and execution of digital marketing plans across all platforms including:

1. **E-Mail** – Plan, create, send and test segmented email campaigns for our Festival events, schools programme, memberships and other charitable activities to maximise the return of investment. Work with the Digital Marketing Manager to plan and implement triggered campaigns.

2. **Social Media** – Create and execute organic and paid content plan across all Cheltenham Festivals (CF) social media channels which will engage target audiences and maximise ROI. Report on the performance of campaigns using Tag Manager and Social Sprout reporting.
3. **Digital advertising** – create and execute Pay Per Click (PPC) advertising campaigns across a range of channels including Google Ad Grants account to maximise income across the four Festivals.
4. **Website and Microsite - user experience (UX) and search engine optimisation (SEO)**– ensure content is current and support on the development of the Cheltenham Festivals website and microsite. Implement in-house, audience-focused iteration and SEO as well as using Hotjar, Google Analytics and Data Studio to improved UX and optimise conversion rates.
5. **Website - Blog/News** – work cross-departmentally to curate and deliver a schedule of user-focused content including evergreen, blog and news content to compliment the annual communications plan, which gives audiences a deeper insight in Cheltenham Festivals, its mission and year round projects.
6. **Digital Asset Management System (DAMs)** – upload and index files to the organisations DAMs for use across all channels. Identify digital brand asset gaps and commission content to fill them.
7. **Partnership marketing** – work with the Marketing Team to deliver collaborative marketing campaigns, which help CF and their partners to achieve their marketing objectives, ensuring that contractual obligations are met. This may include: co-creation, working with digital influencers, link sharing, cross marketing and special offers in line with the assets matrix.
8. **Reporting and analysis** – Work with the Digital Marketing Manager and CRM & Insight Executive to report on digital marketing campaigns against agreed key performance indicators.
9. **General responsibilities** – in addition to the above specific responsibilities all the Cheltenham Festivals team are expected to:
  - a. **Diversity and Inclusion:** ensure that our Equality, Diversity and Inclusion (EDI) policies are followed and embrace the benefits of diversity so that everyone – irrespective of individual differences in their identities, background or any personal characteristics – receives fair and equal treatment in a safe, welcoming and enjoyable environment.
  - b. **Performance Improvement:** be responsible for your own performance, participate in our performance review procedures and propose better, faster or less expensive ways to do things which help our overall mission.
  - c. **Health and Safety:** be responsible for ensuring the health and safety of the team and yourself by following safe systems of work, and by meeting the requirements of the health and safety policy.
  - d. Be compliant with the law and the Festivals’ policies especially with regard to data protection and IT security and ensure other policies as advised from time to time are followed.

This job description is not intended to be exhaustive and the nature of our work and the size of our team at Cheltenham Festivals requires everyone here to be flexible. You may be required to take on such reasonable additional or other responsibilities and tasks as we need from time to time.

## The Person

<b>Criteria</b>	<b>Description</b>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• 2 years or more of digital marketing experience</li> </ul>
<b>Technical</b>	<ul style="list-style-type: none"> <li>• Significant experience of copy writing, creating, posting and optimising user-focused content for social media, email and websites</li> <li>• Managing PPC advertising (inc. Google Ad Grants and Facebook) including creation of assets</li> <li>• Experience of using website content management systems and SEO best practise (technical and on-page), plus reporting tools including Google Analytics, Tag Manager and DataStudio (HTML and Hotjar knowledge useful but not essential)</li> <li>• Competent user of the Adobe and Microsoft Suites, including InDesign, Photoshop and Premier Pro, Excel, Word, Outlook, PowerPoint</li> <li>• Experienced in using a Digital Asset Management (DAM) system storing, using and uploading content to make the organisations workflow easy and effective</li> <li>• Excellent knowledge of social media channels including Twitter, Facebook, YouTube, Instagram and LinkedIn. (Previous experience of Sprout Social and Tik Tok advantageous but not essential)</li> </ul> <p>Understands how legislation and regulatory requirements impact on digital marketing</p> <ul style="list-style-type: none"> <li>• Knowledge of digital accessibility standards</li> </ul>
<b>Behaviours</b>	<ul style="list-style-type: none"> <li>• Communicating and influencing – including able to pitch your ideas</li> <li>• Planned and organised – able to manage multiple projects and stay calm under pressure</li> <li>• Attention to detail</li> <li>• Team player – flexible, reliable and supportive of others</li> <li>• Self-motivated and confident</li> <li>• Solutions and results focused</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• English Language and Maths at GCSE 'C' or equivalent</li> </ul>