



## Marketing Executive

**Reports to:** Senior Campaign Marketing Manager

**Location:** London (Shoreditch)

**Hours:** Mon-Fri 09.30 – 17.30

**Job Objectives:** To coordinate and implement marketing initiatives to support D&AD's customer acquisition and retention strategy and commercial objectives.

### Key responsibilities

- Support the Senior Campaign Marketing Manager to coordinate and deliver cross-channel marketing in support of the communications strategy and commercial objectives
- Create and deliver individual campaign projects across the business to support the successful implementation of the tactical plans and ensure the right communications reach the right audience at the right time
- Copy writing for campaigns including email, social and direct mail
- Work with the Business Intelligence Manager to analyse and report on campaign performance and apply insights to optimise strategy and improve ROI
- Catalogue all marketing material to provide a historical record of activity and communication and ensure the shared digital filing system is consistent, easy to navigate and up to date
- Work with the marketing team to collate content for the marketing newsletter
- Work with the marketing team to build the profile, relevance, reach and effectiveness of the newsletter
- Conduct research and apply actionable insight to support marketing campaigns, including appropriate media providers to inform planning and buying activity
- Identify and realise opportunities for media partnerships and cross promotion
- Support the Senior Campaign Marketing Manager to coordinate and deliver incoming ad hoc projects
- Provide administrative support to the marketing department as required

### Skills/experience

- A minimum 1 year Marketing experience required with a good grasp of Marketing fundamentals (audience, proposition, channels), yet have plenty of imagination to re-think and re-invent the approach, if necessary

- Experience working across multiple disciplines, traditional print and display media, direct and digital
- Excellent written and oral communication skills
- Ability to apply appropriate evaluation methods and techniques
- Strong quantitative skills needed to conduct research and interrogate and apply insight from analysis
- Excellent interpersonal skills and confident networker and communicator
- Competent user of Excel (preferably Apple Mac)
- Strong administrative and organisational skills with ability to manage many projects simultaneously and work under pressure to meet strict deadlines - organisational/time management skills are fundamental to this role

### **Person specifications**

- Educated to degree level or equivalent with a 2:1 or above
- Passionate about the creative industries, particularly agencies and studios within the advertising, design, digital and production worlds
- Commercially focused
- Team worker

In order to comply with the Prevention of Illegal Working, Immigration, Asylum and Nationality Act, you will need to provide appropriate documentation that proves that you are eligible to work in the UK.

D&AD is committed to a policy of Equal Opportunity and Diversity. It is our commitment that no member of staff or job applicant will be treated less favourably on the grounds of their sex, marital or parental status, race, colour, nationality, religion, belief, disability, age, sexual orientation or gender reassignment.