



## Marketing Executive

- Reports to:** Senior Campaign Marketing Manager
- Location:** London (Shoreditch)
- Hours:** Mon-Fri 09.30 – 17.30 12 month fixed term contract with the possibility of an extension
- Job Objectives:** To support the Senior Marketing Manager in the delivery of all aspects of D&AD's integrated marketing and communication plans, including digital and offline channels.

Salary: £24k per annum plus benefits

Closing date: Monday 9 November 2015 at 9:30 am

### Key responsibilities

- Support the Senior Campaign Marketing Manager with the planning, creation and delivery of compelling cross-channel campaigns across key D&AD products
- Manage the marketing tactical plan, ensuring it is up to date with the latest activity
- Work with the Digital Marketing Manager to execute and measure tactical email and digital communications including search and remarketing activity
- Fulfil and develop contra agreements, partnerships and cross promotion for marketing campaigns
- Measure, collate and report on campaign and marketing activity
- 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
- Provide administrative support to the marketing department as required

### Skills/experience

- 2-3 years Marketing experience required with a good grasp of Marketing fundamentals
- Experience working across multiple disciplines, including traditional and digital media, direct, web and ecommerce
- A strong understanding of digital marketing concepts, tools and channels
- 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**

- 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.