



## Marketing Executive

**Reports to:** Senior Marketing Executive

**Location:** London (Shoreditch)

**Hours:** Mon-Fri 09.30 – 17.30

**Job Objectives:** To support the Marketing Department in the delivery of all aspects of D&AD's integrated marketing and communication plans and strategies, including digital and offline channels for short and long term projects.

### Key responsibilities

- Support the Senior Marketing Executive with the delivery of compelling cross-channel campaigns across key D&AD products
- Project manage the marketing plan, ensuring it is up to date with the latest activity
- Provide day-to-day support in the setup and delivery of marketing email communications
- Project manage the fortnightly membership newsletter
- Fulfil and develop contra agreements and 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

- A minimum 1 year Marketing experience required with a good grasp of Marketing fundamentals
- Experience working across multiple disciplines, including traditional and digital media, direct, web and ecommerce desired
- A basic 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)
- Experience with email marketing programmes
- Familiarity with Adobe Creative Suite (Photoshop)
- Familiarity with CRM marketing systems
- 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.