



Marketing Executive – 12 Month fixed term contract (Maternity Cover)

Job Title:	Marketing Executive
Reports to:	Marketing Lead/Head of Commercial
Team:	Member of Commercial Team
Hours:	35 hours per week. Monday to Friday. Some evening and weekend work is required.
Salary:	£25k - £28k per annum
Location:	Three Counties Showground, Malvern, Worcestershire

About Three Counties

Three Counties Showground (TCAS) produces a series of shows including CountryTastic, RHS Malvern Spring Festival, Royal Three Counties Show, and Malvern Autumn Show. It is also a host venue for many privately run events each year, managed by the Venue Hire Team.

Purpose of Job

The core aim is to maximise ticket sales by executing successful integrated marketing campaigns that promote the full TCAS shows programme.

Secondary is to promote Three Counties and to play a lead part in brand reputation management, external organisational promotion and partnership working with relevant bodies and sectors.

Finally, the post holder also supports internal communications and is custodian of the many organisational websites and digital marketing tools.

Working closely with the Marketing Manager, the role of the Marketing Executive encompasses organisational, creative, analytical, digital, commercial, purchasing/budgeting and administrative responsibilities.

Salary

- OIRO £25,000 - £28,000 depending on skills and experience.

Benefits

- Company Pension Scheme.
- Free on-site parking.

Work Remotely

- Occasional working from home.

Key Responsibilities

1. Support the Marketing Lead in developing a timeline for show marketing activities and to ensure all actions are being met on time and to a high standard.

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2. Collaborate with the Marketing Manager and Shows Team to develop and finalise the messaging, key content and assets for each show.
3. Responsible for execution of individual shows marketing plans, regular liaison with the design agency/designer, celebrity guests, freelance photographers and videographers, printers and suppliers.
4. Ensure website content is always up to date and that we are maximising SEO opportunities by looking at data analytics.
5. Work with the Marketing Team to create social media content and e-marketing campaigns that are carefully considered, engaging, grows followers and drives ticket buying behaviours.
6. Execute the video marketing strategy, including storyboarding, managing filming and editing.
7. Manage external relationships with support suppliers such as PR agencies, photographers, videographers, social influencers, celebrities/celebrity agents, sponsors etc.
8. Monitor and record all marketing activity per show and ROI where available.
9. Monitor competitor activity (online and by visiting competitor shows).
10. Monitor and record visitor experience, to include pre and post show feedback, visitor surveys, reports and presentations.
11. Internal communications management and delivery – monthly e-shot TCAS Talk
12. Venue hire support with private hirer marketing activity

Person Specification

Essential Requirements

1. Working knowledge of digital and online marketing methods, including email marketing and website CMS'.
2. Basic project management and budgeting skills.
3. Current social media marketing skills and knowledge.
4. Knowledge and experience of supplier management/account management.
5. Creativity and writing skills with strong attention to detail.
6. Good organisation and planning skills.