



• THE HOME OF PING PONG •

Marketing Executive Job Description

Direct report: Marketing Manager

Indirect report: Head of Communications

We are looking for a highly organised, determined and passionate Marketing Executive to join our busy Marketing team. The Marketing Executive will be providing support to implement the marketing strategy for Bounce and reporting to the Marketing Manager on all marketing tasks. This role requires meticulous time management and the ability to deliver various tasks within deadlines. If you're looking for a challenge and working for an innovative brand that has an exciting future then send your application in!

Marketing

- Design and co-ordinate regular electronic mailout initiatives
- Prepare marketing statistics and assessing the results of marketing campaigns
- Draft promotional material and liaise with the designer and printers for production
- Achieve sign off of all marketing materials via Head of Comms or MD
- Manage the marketing database and email distribution list including new subscriptions, opt-outs and bounce backs
- Develop and maximise internet presence, improving search rankings & visibility
- Constant monitoring and liaising with external websites regarding listings
- Editing and producing all internal venue collateral, eg menus, table signs, etc
- Research audiences and identify companies within different target markets as agreed with the Comms Manager – arrange introductions or offers
- Working with the event sales mgr to manage key client database through Delphi systems

Social Media

- Regularly review social media impact and engagement through analytics
- Head social meeting to improve and assess content
- Effectively manage blog and monitor relationship with Bounce website

Public Relations

- Monitor and record printed and online press coverage
- Research suitable media outlets, editors and present as required (e.g. printed and online press, social media, trade press, TV and radio)
- Ensure press and media contacts are kept updated with promotional info
- Develop press relations – invite, meet and greet within venue
- Manage online media page / creating content for newsroom
- Contribute to developing in-house PR strategies and campaigns
- Create press releases (with training) and distribute
- Attend press/ media /public relations events to represent the company

Internal communications and administrative



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- Update and manage website using the Content Management System
- Proof reading marketing materials and printed literature
- Monitor website analytics and report back as required
- Supporting senior management with administrative duties
- Prepare materials for meetings, take minutes as required
- Electronic and digital filing as required on the company server
- Maintaining brand standards throughout internal communication
- Planning and draft a monthly Bounce staff newsletter

Core attributes and non-negotiables

- Educated to degree level
- Highly organised and strength in time management skills
- Robust and able to structure their workload
- Proactive worker and likes to take ownership on projects
- Knowledge of social media platforms. Experience in scheduling and content planning is desirable
- Good communicator and able to build relationships with internal and external stakeholders