



Marketing Executive

Reporting to: Marketing Director

Salary: DOE

5-day/week contract, permanent

Overview

We are seeking an enthusiastic and organised Marketing Executive to support the delivery of our marketing activity across digital channels, events, and member engagement. This role is ideal for someone who is a confident communicator, digitally savvy, and passionate about helping organisations and communities grow their presence. You will play a key role in managing our website and social media content, supporting events, and acting as a trusted point of contact for members seeking marketing guidance and support.

Key Responsibilities

Website Content Management

- Manage and update website content to ensure accuracy, relevance, and consistency with brand guidelines.
- Maintain a website content calendar, planning and scheduling updates in a timely manner.
- Coordinate with internal teams to source content and ensure all pages reflect current campaigns, events, and initiatives.
- Monitor website performance using analytics tools, identifying opportunities to improve engagement and user experience.
- Ensure all published content adheres to SEO best practices and maintains a high standard of quality and professionalism.

Social Media Content & Community Management

- Plan, create, and schedule engaging content across social media platforms, aligned with brand goals and audience insights.
- Manage and maintain the social media content calendar, ensuring consistency and timeliness of posts.
- Monitor and actively manage social media channels, responding to comments and messages to build community engagement.
- Collaborate with internal teams and external partners to amplify campaigns and member stories through creative content.
- Track and report on social media performance metrics, using data-driven insights to refine strategy and improve results.
- Stay current with digital trends and emerging platforms to keep content fresh, relevant, and innovative.

Event Marketing & Coordination

- Support the planning and delivery of marketing activity for events, including promotional content, communications, and on-the-day materials.

- Attend events to capture real-time content, coordinating social media coverage and post-event follow-up.
- Liaise with internal teams and external suppliers to ensure events are effectively promoted across all relevant channels.
- Assist in the coordination of logistics and communications leading up to events, ensuring a joined-up marketing approach.
- Evaluate event marketing effectiveness and provide post-event reporting and recommendations.

Member Account Management & Marketing Support

- Act as the primary marketing contact for members, building positive relationships and providing ongoing support and guidance.
- Assist members with their own content and marketing activity, offering advice on best practice, channel strategy, and content creation.
- Coordinate member content contributions for website and social media, ensuring alignment with overall brand standards.
- Proactively identify opportunities to showcase member stories, achievements, and initiatives across digital channels.
- Maintain accurate records of member engagement and marketing support activity.

Person Specification

- Proven experience in a marketing, communications, or digital content role.
- Strong written and verbal communication skills, with the ability to tailor messaging for different audiences and channels.
- Highly organised with the ability to manage multiple projects and deadlines simultaneously.
- Confident and personable, with experience building and managing relationships with stakeholders or clients.
- Good working knowledge of social media platforms, content management systems, and digital analytics tools.
- Creative and proactive approach to problem-solving, with a keen eye for detail.
- A collaborative team player who is equally comfortable working independently.
- Experience supporting or coordinating events is desirable.
- Experience with Microsoft Suite, Dynamics, CMS systems, social platforms, mailing and design software is desirable.