

Digital Marketing Executive



Job Information	
Job Title	Digital Marketing Executive
Department & Team	Marketing
Location	Holborn, London
Working Hours	37.5 hours per week generally within office hours with some homeworking flexibility. Some UK travel will be required, occasional evening and weekend work, occasional overnight stays away from home

Position in Organisation	
Reports to	CEO
Works in conjunction with	Marketing team, Learning team, Systems & Data Executive, Other Sing Up staff as appropriate

Overall purpose of the job
To implement Sing Up's Marketing & Comms strategy to generate income via sales of Membership subscriptions and renewals and to establish and build audiences within our target markets through excellent, targeted comms.

Main Duties and responsibilities
<ul style="list-style-type: none">• Work with colleagues in the learning and marketing teams to plan and implement sales and marketing campaigns and activities to deliver on Business and Sales/Marketing objectives• Create and send regular sales emails• Create and manage a schedule for direct mail to customers and leads• Implement a Social Media strategy to build communities and advocates for Sing Up• Create and manage a schedule for editorial and blogs Schedule and edit these as required• Create and manage a schedule for monthly press releases, write and circulate these to press list• Create and manage an advertising schedule• Design and create marketing collateral as needed by the team• Support the Sing Up Foundation with their marketing and social media needs as required• Collaborate with colleagues to:<ul style="list-style-type: none">- Maintain and regularly update the Sing Up website- Represent Sing Up at conferences, trade fairs, training and other events- Report on key performance indicators to measure and improve the effectiveness of the team's work <p>Work with colleagues to plan and implement sales and marketing campaigns and activities to deliver on Business and Sales/Marketing objectives</p> <ul style="list-style-type: none">• Schedule all aspects of campaigns and develop messaging for use across the business

- Put success measures in place to monitor and report on effectiveness of areas of work for which you are responsible. Report and act on these in a timely manner to improve and support the overall work of the team.
- With colleagues, analyse data, look at current trends and develop ideas to implement effective sales marketing campaigns and activities to drive renewals and new sales.

Create and send regular sales emails to drive Membership renewals and new sales

- Plan the email schedule with the Head of Learning and CEO
- Using Campaign Monitor as the ESP – plan, execute and review the performance of Sing Up’s regular emails
- Design, write and implement email campaigns and automated flows to optimise engagement and drive conversions
- Identify market segments for sales emails in collaboration with the Systems and Data Exec
- Segment customer and leads data using Salesforce and other data sources.
- Devise effective communications to different market segments, designed to increase sales and improve Membership renewal rates

Create and manage a schedule for direct mail to customers and leads

- Plan the direct mail schedule with colleagues to drive renewals and new sales, including monthly renewal reminder mailings. Execute with outsourced print/ mailing house.
- Write the copy for all direct mail
- Design and create direct mail leaflets, fliers and brochures
- Liaise with Systems and Data Exec on creation of mailing lists

Implement a Social Media Strategy to build communities and advocates for Sing Up

- In collaboration with the rest of the team, lead on the development and implementation of Sing Up’s social media strategy to build communities and advocates for Sing Up in key markets including: Primary Schools in the UK, Secondary Schools in the UK, British International Schools, Music Education Hubs
- Schedule and maintain activity across social channels, creating online communities reflecting our segmented target audiences, with the aim to increase visibility, traffic and driving sales
- Monitor and ensure that all comments or messages received on social channels are responded to in a timely fashion with help from the Customer Support Assistant
- Ensure user generated content and social channels are reviewed regularly to maintain an innovative and dynamic approach
- Report quarterly on activity across social channels

Create and manage a schedule for editorial and blogs

- Form and manage relationships with key publications for editorial and blog contributions from Sing Up.
- Plan and manage a schedule of these, keeping writers and contributors informed about deadlines and word-counts
- Write, edit and collaborate with other members of staff or freelancers on creating these as required.
- Plan and execute sales funnels leading on from blogs and editorial, including automated email journeys

Create and manage a schedule for press releases

- Write press releases for sign-off
- Maintain media list for circulation of press releases – keep up to date with key contacts
- Send press releases by email, follow up with email/phone calls as necessary & be the first point of contact for media contacts
- Liaise with Digital Learning Officer to share press releases and blogs on website and through social media.
- Manage the press@ inbox

Create and manage an advertising schedule

- Negotiate and book paid-for advertising in relevant print and online media to an agreed budget and schedule
- Create on-brand ads reflecting current sales and marketing messaging,
- Send ads to print/online and be main point of contact with advertising contacts

Design and create marketing materials as needed by the team

- Design and create marketing & communications collateral as needed by the business using Adobe Creative Suite
- Writing, designing, editing, managing print and distribution
- Might include ads, leaflets, posters, brochures etc
- Designing and creating ads for use in email and on the website
- Brief external designer to create on-brand marketing collateral as required

Support the Sing Up Foundation with their marketing and social media needs as required

- As requested by the Head of Foundation, create marketing emails in Campaign Monitor to send out to bulk groups of Foundation stakeholders and contacts
- As requested by the Head of Foundation, create social media posts and schedule to help the Foundation build communities around its target audiences and areas of focus, particularly singing for mental wellbeing.

Collaborate with colleagues to:

- Maintain and regularly update the Sing Up Website
 - Support the Digital Learning Exec to write, edit, create and upload content to the Sing Up Website (Membership app) and Marketing site as required to keep content fresh and relevant to our different audiences
- Represent Sing Up at conferences, trade fairs, training and other events
 - Assist the senior team on attendance at events to promote Sing Up, raise brand awareness and meet with customers.
 - Collect and follow-up on leads following events and produce reports as required following attendance
- Report on key performance indicators to improve effectiveness of the team's work
 - Write monthly updates on Sing Up's sales and marketing activities to send to all staff
 - Keep track of email performance in Campaign Monitor and use data analysis to optimise email campaigns
 - Write other reports on markets, products, the website, sales funnels and sales data as required

Other reasonable duties as requested by the CEO

Sing Up has a small team and sharing work flexibly across the team is part of the way we work. You will not be asked to undertake work that you do not have experience in without appropriate support or training.

Knowledge, experience and skills

Essential

- At least two years' experience of sales/marketing, preferably within a relevant sector
- Experience of creating/managing a communications schedule
- Experience of managing and designing marketing/sales emails using Campaign Monitor or similar Email Service Provider
- Experience of using Adobe Creative Suite in particular InDesign, Photoshop & Illustrator or similar to create marketing collateral
- Experience of using digital platforms and techniques to drive sales/implement marketing strategies including social media platforms
- Experience of using a Content Management System to update web content
- A creative and persuasive communicator with excellent writing skills across different platforms and for different audiences
- A proven track record of influencing customer behaviour through communications and marketing activity
- A collaborative, creative problem solver
- Goal/target driven
- Proven organisation, team work and project co-ordination skills
- The ability to work on own initiative
- IT skills
- Commitment to promoting and developing Sing Up's ethos and spirit of innovation and excellence

Desirable

- A working knowledge of the current music education landscape
- Commercial sales experience
- Business to business marketing/comms experience
- Print/publishing experience and knowledge of the design, print and production process
- Experience of using a CRM e.g. Salesforce

The salary for this post is £24,000 - £28,000 per annum. Hours of work are full time, at 37.5 hours per week in Sing Up's central London office.

The holiday entitlement for this post is (25 days) plus bank holidays. In addition, the Sing Up office is normally closed between Christmas and New Year, so, at the discretion of the CEO you will receive an additional number of days off during this period, which will not be taken from your leave allocation.

Please note that the successful applicant for this post may require a Disclosure Check –Enhanced Level with the Criminal Records Bureau. This is due to the fact that the post may have access to children. Further information is available from www.disclosure.gov.uk.