

Company	Digital Theatre
Job Title	Marketing Executive
Reporting into	Marketing Manager

### Our Story

Digital Theatre+ is a world-leading digital performing arts education platform. Our mission is to connect everyone to the world of performing arts by supplying the most engaging content created out of our unparalleled access to the very best live theatre and leading academics. Today, we serve over 3 million students across 1,700 institutions in over 80 countries.

### Our Team

The marketing team is young, hungry and eager to drive success across the business. We've either come from industry-leading businesses or have helped to grow them elsewhere. As a small, close-knit team, we're committed to driving success through excellence, innovation and creativity and are committed to helping each other thrive, grow and develop on a daily basis.

### The Role

Driving business growth and establishing a footprint in the USA is a huge focus for Digital Theatre+ in 2019, with more territories to be built globally in the years to come. You will be responsible for assisting in organizing, developing and delivering marketing across Digital Theatre+ for the US and beyond!

This is an excellent opportunity for a marketing assistant to take the next step up or a Junior Executive looking for their next challenge.

### Responsibilities

- Reports directly to the Marketing Manager
- Works with the marketing manager to identify and build new routes to the US market
- Coordination and assisting of marketing leaders requirements on campaigns
- Copywriting for flagship campaigns that translates across Digital Theatre+'s key marketing channels - specifically email, social media and any print collateral
- Creation of landing pages and articles to generate campaign conversions.
- Creation and updating of marketing material including briefs and internal corporate material
- Creation of customer surveys and preference capture methods to developing a deeper understanding of our customers and identify new areas of opportunity.
- Weekly reporting of campaign and channel lead activity and lifecycle status
- Partnership development within chosen audiences
- Provision of full analysis and reporting on activity on lead cycle
- Using data for optimisation of product, communication and customer lifecycle and journeys
- Detail checking and proofreading of marketing material and campaign material
- Support of overall marketing team functions and tasks

### **ESSENTIAL**

#### Our Ideal Team-member will have:

- 3+ years marketing experience within SaaS or subscription-based businesses

- B2B and B2C experience
- Proven experience of copywriting across all major online and offline channels
- Experience of CRM/Marketing Automation systems i.e. Hubspot, Salesforce, MailChimp
- Experience of using Google Analytics or equivalent platforms
- Experience of working with data to inform decisions
- Experience of handling databases
- Understanding of digital marketing & related software
- Good knowledge of MS Office/G-Suite
- Experienced accountability
- Experience of working in a fast-paced environment
- Experience in working with international colleagues at all levels
- University graduate with a 2:1 or above

**DESIRED**

- Experience of handling budgets – no matter how big or small
- USA native or be able to demonstrate brilliant knowledge of the US market
- Experience of taking brands to events – team-based or managed
- Natural interest in the performing arts or education fields
- Knowledge of Photoshop/design-related software
- Knowledge of HTML

**PERSONAL COMPETENCIES REQUIRED**

- KPI driven, commercially aware
- Great attention to detail
- The ability to voice an opinion within a group.
- The ability to effectively communicate both internally and externally
- A keen and committed team player who isn't afraid to ask questions
- Someone who loves innovation and problem-solving
- A well-organized multi-tasker who can hit deadlines
- A great communicator
- Hungry for success but also likes to have fun at work.
- Adaptable, open minded
- Creative, innovative - challenges the status quo.
- Brand savvy
- Digital native

**What we can offer**

- Daily learning opportunities across multiple projects
- Autonomous responsibility in a team committed to ensuring each other's success
- An early seat at the table of rapidly-growing team
- 25 days annual leave, with bank holidays on top
- Regular team and company social events
- Seasonal company and brand parties
- Pension contribution
- Monthly picnics!