

MCARTHURGLEN

GROUP

Job Title	Marketing Executive	Function/ Region	Marketing
Reports To	Marketing Manager	Band	3
Location	West Midlands		

Our Mission

'To create the finest retail experiences.'

Our Purpose

'Making the extraordinary possible.'

Purpose of Position

Support the Marketing Manager in executing the agreed annual marketing plan to achieve the set centre specific marketing objective to deliver the budgeted levels of footfall and sales and attain the desired customer profile.

Ownership of the day-to-day management of owned digital channels including the Centre website and social media channels, email newsletters and support co-ordination of digital PR and digital advertising activities.

Key Accountabilities

- Develop a comprehensive social content plan that delivers the centre marketing objectives under the guidance of the Marketing Manager.
- Create and brief premium quality photo and video assets for all organic and paid social media channels & website that are in line with guidelines.
- Ensure the respective centre website is up to date with campaigns, offers, brands and news in accordance with both the monthly content plan and any ad hoc content deliverables.
- Work directly with the Marketing Manager to ensure the digital strategy is clearly targeted to drive performance.
- Work with the Retail Team to liaise with brands at both regional and centre level, to support sales, generate new opportunities and promote offers to enhance commercial performance.
- Create/brief premium quality photo and video assets for social media & website that are in line with guidelines.
- Collate and analyse all online tracking and analytics available, to assess the effectiveness for all paid and non-paid digital activity, plus general and competitor trends. Produce a monthly report to track results for the wider management team.
- Brief digital and in-centre assets to the HO creative team in line with the current briefing process. Create and edit assets in Photoshop within approved guidelines.
- Ensure the websites and social channels adhere to the Playbook and Tone of Voice guidelines.
- Ensure all content is correctly updated through the Content Management System (CMS).
- Assist in developing digital partnerships locally to increase social media followers and engagement.
- Optimise the digital component of local tactical marketing campaigns including email, social and website.
- Support the Marketing Manager in coordinating and implementing seasonal campaigns, centre events and promotions in line with regional objectives, ensuring a balanced calendar of activities in accordance with footfall and sales phasing of the centre.
- Assist the Marketing Manager by liaising with the Head Office Marketing team and network agencies to develop and deliver a communication strategy to support the annual marketing plan, including PR initiatives, media, CRM, website, and sponsorship.

MCARTHURGLEN

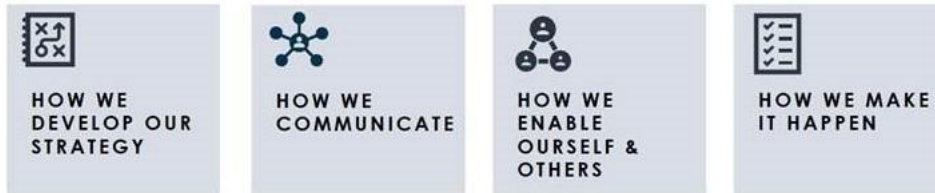
GROUP

- Conduct and collate research provided by the HO marketing team and local agencies, so that the Marketing Manager has digital/competitor marketing intelligence to facilitate data driven decision-making for future activity
- Liaise with Guest Experience teams to ensure effective communication and implementation of relevant marketing activities (including customer data capture).
- Collate and process marketing financial administration to assist the Marketing Manager in monitoring and reporting on centre marketing budgets to ensure that expenditure meets targets and relevant parties are kept informed of performance.
- A key part of the role will require you to undertake Duty Management cover for the centre, during which you will be responsible for the health and safety of all customers and employees. This will require working until late during the week and at weekends as part of a rota.
- Duty management of social media channels at weekends and evenings (on a rota basis)
- You are responsible for fully complying with the company's policies and procedures.
- At all times you should act in the company's best interests and in the best interests of those entities which we represent.

Knowledge and Skills

- Marketing/ PR qualification certificate or diploma is desirable
- Experience of managing, maintaining, and creating engaging content for social media channels.
- Relevant marketing/PR experience
- Experience of a customer handling environment
- Fluent English, written and spoken
- IT skills: Advanced level Microsoft Word, PowerPoint
- IT skills: Intermediate level Microsoft Excel, Outlook & Adobe Photoshop

Our Success Framework



McArthurGlen, an Extraordinary Experience for Everyone.

At McArthurGlen we value the diversity of our people.

We celebrate difference and believe that everyone is extraordinary.

We are committed to building a culture where our opinions and contributions are listened to and respected and anyone can be themselves.

We learn and grow together, we all belong.