

Job Description – Digital Marketing Assistant

Purpose of the Job

- To support the Marketing Manager with day to day marketing activity to drive visitors to the Emmerdale Studio Experience, Emmerdale the Village Tour, and Coronation Street The Tour.
- Be responsible for running social media accounts and digital marketing activity with strategic direction from the Marketing Manager.
- Effectively develop and deliver creative content that engages audiences and raises the profile of the attractions

Key Accountabilities

- Develop the social media content strategy and create compelling content for use across a variety of social and digital platforms in line with business and marketing objectives for the attractions.
- Work with the Digital Marketing Manager to plan and implement effective online marketing activity to generate online engagement and web coverage, including updating of the websites and social media channels, regularly adding new content.
- Assist with the implementation of planned and reactive marketing activity including digital, regional and local marketing campaign management, partnership activities, and events to improve the profile of the attractions and drive footfall.
- Complete daily activities including: writing content for social media engagement; creating direct mail e-shots, responding to online reviews, updating website content and supporting the Marketing Manager with tactical marketing campaign activity.
- Support with the organisation of press events and PR stunts that wow the media and secure great coverage
- Work with the Marketing Manager and operations team to plan and promote consumer events.
- Ensure that the brand values, key messages, and tone of voice for all attractions are maintained across all communications
- Evaluate on-line marketing activity against strategic and tactical objectives and report effectively, efficiently and in a timely fashion.
- Coordinate and develop a bank of digital assets including photography and video content
- Use Google Analytics and social media monitoring tools to listen to our audiences, understand trends, and provide recommendations
- Attend appropriate group-wide marketing activities, events, exhibitions and media days (may include weekend/evening working).
- Undertake any other reasonable task as required by the Marketing Manager and General Manager.

- Work effectively within the Marketing, PR and Sales team to maintain strong communications around the Group.

Person Specification

Essential Criteria

- Marketing/PR or associated degree, or at least 2 years working in a similar role
- Strong communication skills including creating content and running social media accounts and digital marketing activity.
- Experience of driving footfall via social media and digital channels.
- Sound commercial approach and understanding of footfall driving tactics.
- Working to deadlines.
- Managing and creating strong working relationships with internal and external stakeholders.
- Excellent written and verbal communication skills in English.
- Excellent planning and organisational skills.
- Good presentation skills.
- Good standard of numeracy.
- Flexible, hands-on, can-do approach.
- Professional and personable attitude.
- IT skills in Microsoft office, WordPress, Facebook manager, HootSuite etc.

Desirable Criteria

- Experience within the leisure/tourism industry.
- Knowledge of Leeds & Yorkshire tourism markets.
- Experience of working in a multi stakeholder environment.
- Proven track record of meeting targets and delivering results.
- Emmerdale and/ or Coronation Street enthusiast!