

JOB TITLE:	Digital Marketing Co-ordinator
HOURS:	37.5 hours per week including occasional evening and weekends
PAY BANDING:	
TERMS:	Permanent
REPORTING TO:	Marketing Manager
RESPONSIBLE FOR:	N/A

ROLE PURPOSE

This role supports the marketing and communication team to deliver the strategic objectives and tactical campaigns around Millennium Point and it's three main work streams: Millennium Point Charitable Trust (which invests and supports science, technology, engineering and math projects and initiatives across the West Midlands), Millennium Point Events (promoting a number of unique event spaces with profits feeding back into the Trust) and Millennium Point Property Ltd (the public building, our tenants and our work as a landlord, and our position in the city).

The role will be split across the events marketing side of the business as well as a lead on the digital outputs including: Email Marketing (Mailchimp), Social Media, Digital Advertising, CRM, PPC and SEO.

Working closely with the Marketing Manager, team and external agencies, this role focuses on raising the brand profile and educating audiences, as well as driving revenue. Utilising owned, earned and paid channels the post-holder will develop strategic campaigns and initiatives to appropriately target diverse audiences, stakeholders, partners and prospects and deliver a range of outputs.

This role is varied, where no two days are the same, the post-holder will be joining a team who are passionate about events as well as supporting the region through science, technology, engineering and maths and the development of Eastside, Birmingham and Millennium Point's role within it.

The marketing and communications team ensure that our stories are told with maximum impact and key messages are in-line with both the business and marketing strategy. The post-holder will have a can-do attitude, be a team-player, resourceful, accountable but flexible, having the skills to lead and evaluate, projects as well as managing internal and external relationships.

Throughout this role, the post holder will utilise the best practices in marketing, communications and brand, and will support the Marketing Manager in ensuring we are compliant with the Data Protection Act and other codes of conduct.

KEY RESPONSIBILITIES

- Creation and implementation of ongoing customer communication and engagement outputs across multiple channels.
- Plan, execute and report on marketing campaigns with the aim of increasing event booking revenue.
- Support our digital communication profile and act as primary administrator/author for our websites and social media channels to ensure a consistency in style, content and tone through regular content updates and scheduling.

- Work with external agencies and suppliers (PPC, PR, Social Media, Designers & Digital) to brief in projects and monitor performance
- Support the tracking of the Marketing Budget against spend, including raising POs and ensuring compliance with finance regulations
- Liaise with press and media as directed
- Oversee filming requests within the building
- Monitor, review and report against agreed KPI's to support the Marketing Manager and Commercial Director in reporting and suggest improvements in performance and efficiency.
- Administer and segment CRM databases alongside Events team
- Play an active role in the archiving and documentation of Millennium Point projects and activities
- The post-holder will be responsible for ensuring marketing related activities are GDPR compliant as governed by the GDPR
- Lead on Events activities with marketing and communication insight
- Support Trust activities with marketing and communications insight
- Manage evaluation and tracking, including lead generation from tactical campaigns
- Engage with internal and external training and competitor research to ensure best practice.
- Work with the wider Millennium Point teams on cross departmental projects and ensure positive working relationships
- Play an active role as 'brand champion' – monitoring use of the brand and key messages across a range of internal and external communications

	ESSENTIAL	DESIRABLE
QUALIFICATIONS	<ul style="list-style-type: none"> → Educated to degree level or equivalent → Exemplary standard of written English 	<ul style="list-style-type: none"> → Degree in a relevant discipline (Marketing, Digital Marketing, Event Management, Communications). → Membership/qualifications with CIM/CIPR (or similar).
EXPERIENCE	<ul style="list-style-type: none"> → Minimum of three years' experience in a fast-paced marketing role promoting/selling across several channels to a range of diverse audiences. → Experience of producing a range of communications materials across print and digital mediums → Experience of updating websites using CMS. → Proficiency in Email Marketing (Mailchimp or similar ESP) and CRM, and knowledge of best practice implementation for both internal and external campaigns → Excellent knowledge of social media applications and the subsequent analytics tools → Proven ability of writing engaging copy on a variety of subjects 	<ul style="list-style-type: none"> → Experience of working within a multipurpose venue/organisation → Experience of working within both B2C and B2B within a marketing/communications capacity → Experience of promoting and marketing a successful venue or similar revenue generating product or service → Social listening and analysing trends and performance across social media platforms → Audience development – building new audiences and creatively engaging with them.
KNOWLEDGE & SKILLS	<ul style="list-style-type: none"> → Digital Experience across email marketing, social media, website management and blogs. → Google Suite including; Analytics, Tag Manager, AdWords, google My Business. → Demonstrate attention to detail → Ability to think creatively and help inform strategy and planning → Database management and GDPR regulations → Understanding of brand and brand strategy → Paid for digital advertising including management of PPC and social advertising. → Knowledge of sales/conversion funnels. 	<ul style="list-style-type: none"> → Proficient in the use of design software packages – such as In Design, Photoshop – to develop in-house marketing and communications materials → Photography and videography → Paid for digital advertising including display advertising and pre-roll → Track record of CRO from digital marketing campaigns.

COMPETENCY		REQUIRED BEHAVIOUR
LEADERSHIP		
STRATEGIC VISION		<ul style="list-style-type: none"> • Knowledgeable of Millennium Point vision, strategy, and direction across all areas and ability to relate this to own portfolio of activities
LEADING & INFLUENCING		<ul style="list-style-type: none"> • Inspires staff and business contacts to engage fully with the long-term vision and purpose of Millennium Point • Actively promotes Millennium Point’s reputation externally and internally – publicises successes widely
CONTEXTUAL ASUTENESS		<ul style="list-style-type: none"> • Understands the underlying social, political and historical factors influencing Millennium Point and uses this understanding to achieve required aims. • Knows who the key influencers are and how to go about involving them to shape activities and deliver results across the organisation. • Understands the formal and informal mechanisms and relationships that make up the decision-making process of the organisation. • Identifies the relevant interest groups, networks and groupings
MANAGEMENT		
DELIVERING RESULTS		<ul style="list-style-type: none"> • Develops contingency plans to address unexpected developments. • adjusts quickly when things change and takes prompt corrective action when things begin to divert from plan • Consistently delivers on time and to standard
MANAGING PERFORMANCE		<ul style="list-style-type: none"> • Regarded by others as an effective role model for performance, continuous learning and self-development.
PERSONAL DELIVERY		
COMMUNICATION		<ul style="list-style-type: none"> • Consistently communicates effectively with individuals at all levels from both within and outside of Millennium Point • Communicates with confidence, credibility, and tact at all times
RELATIONSHIPS		<ul style="list-style-type: none"> • Encourages inter and intra-organisational collaboration • Builds and maintains effective relationships to optimise success • Actively promotes knowledge sharing across the organisation
CUSTOMER FOCUS		<ul style="list-style-type: none"> • Displays a strong commitment to making service performance improvements • High-level awareness of the needs of internal and external customers • Outstanding internal and external customer service skills
DECISION MAKING		<ul style="list-style-type: none"> • Handles complexity and identifies the heart of problems to create clarity and act decisively • Combines a range of business information to identify key issues and risks • Recognises when decisions can be taken and when they need to be deferred to a higher level
SELF-MANAGEMENT		
SELF-AWARENESS		<ul style="list-style-type: none"> • Understands the likely implications and impact of emotions and actions, both on self and others in a range of situations. • Is aware of own personal strengths and development needs • Learns from experiences and takes action to modify own behaviour • Accepts constructive criticism • Is open to change

SELF-CONFIDENCE

- Acts with confidence and self-assurance
- Takes on stretching challenges that others may back away from
- Prepared to challenge the status quo and others in positions of power in pursuit of a specific goal

INTEGRITY

- Demonstrates a sense of commitment to openness, honesty, inclusiveness, loyalty and high standards
- Ensures confidentiality is maintained at all times

ADAPTABILITY / FLEXIBILITY

- Actively seeks out new ways of doing things in pursuit of continuous improvement
- Embraces and promotes new approaches when appropriate
- Shows willingness to lead and implement change as the organisation evolves
- Shows tolerance for ambiguity and unstructured situations
- Changes plans, goals, actions and priorities to deal with unpredictable or unexpected events, pressures, situations and job demands

SELF-CONTROL

- Manages own responses and reactions carefully when faced with demanding situations.
- Remains objective and stable