



Discover Newmarket has an exciting new job vacancy available. We are looking for an experienced and enthusiastic person to join a growing team as our **Marketing Executive**.

Discover Newmarket is a community interest company based in Newmarket providing exclusive behind the scenes tours of the Horseracing Industry. Our objective is to be the leading voice for the visitor economy in Newmarket, by building a strong brand for Newmarket as a visitor destination with both a domestic and international audience. Showcasing the towns key assets to deliver sustainable tourism alongside consumer activation and investment for the sport.

As the company grows it is looking to expand its team. We are looking for a highly organised, creative, self-starting, passionate and personable individual to join the team. Responsible for the digital and advertising marketing campaigns, you will work closely with the Manager to deliver the overall Marketing and Communications Strategy for the business.

The individual will have experience in a marketing role and be able to demonstrate historical success with the development and delivering campaigns that have resulted in tangible returns. Committed to producing accurate work, meeting deadlines and will possess excellent verbal and written communication

Key responsibilities for the Marketing Executive include:

- Social media management
- CRM management (updating, maintaining, analysis)
- Campaign management
- Content creation for digital platforms
- Content creation and generation of our mail shot
- Maintenance of website and any third-party listings
- Competitor analysis
- Creation of our bi-annual B2B newsletter
- Attending exhibitions and networking
- Collating a series of advertising campaigns to support the tour season and public holidays.

Skills & experience required for the Marketing Executive include:

- Previous experience in a marketing role
- Previous experience of working with a CRM system
- Demonstrate experience with return on investment through marketing tactics.
- At least 1-2 years' experience mail automation system
- At least 1-2 years' experience in CMS systems such as Word Press.
- Previous experience of managing multiple social media accounts and generating engaging content
- Creativity, desire and passion for marketing
- Strong copywriting skills
- Excellent organisation skills with the ability to manage multiple task
- Experience of working within the racing industry advantageous

IT skills including Word, Excel, Powerpoint and Outlook; preferably Illustrator and/or Photoshop.

The role is a full-time position

Hours: 37.5 per week, Monday – Friday 09.00-17.30pm.

Competitive salary offered based on experience.

To apply:

Please forward your CV and covering letter highlighting why you feel you are suitable for the role.

We look forward to hearing from you!

Contact: Megan Pollexfen

Please apply to Megan Pollexfen by emailing a covering letter detailing suitability for the role with a copy of your curriculum vitae to megan.pollexfen@discovernewmarket.co.uk.

The closing date for applications is Wednesday 20th June 2018.