

Make It York

JOB DESCRIPTION: Digital Marketing Executive

Context of role

Make It York is York's Destination Management Organisation and has a mission to grow the city's economic prosperity and wider well-being. Included in its remit are the following corporate priorities: city positioning and profile-raising; marketing the city and its surroundings - nationally and internationally - as an attractive and vibrant place to live, visit, study, work and do business; running events and festivals, and driving forward York's Cultural Strategy.

Visit York is a part of Make It York and is the leisure tourism brand. Under the brand Visit York, Make It York's aim is to market the city and its surrounds as a must-see world-class destination to the leisure visitor and ensure investment to develop the quality of tourism in York.

Core Details

Job title:	Digital Marketing Executive
Reporting to:	Digital Marketing Manager
Location:	1 Museum Street
Key working relationships:	Digital Marketing Team, Membership team, Visit York Members, Tourism businesses, wider Marketing team and external technology providers.

Main purpose of the role

To proactively contribute to the overall marketing strategy of promoting York as a leading European destination through digital marketing channels.

Actively develop and maintain the Make it York digital portfolio through innovative content strategies, acting as the lead on the dynamic delivery of social media activity across all Make It York and Visit York channels, and contributing to the development of the Visit York website through innovative content strategies.

Main Tasks

- **Development of Social Media Strategy:** Take the lead on the development and implementation of the social media strategy with a clear ROI for all areas of the business. This includes (but not limited to)
 - Proactively managing the creation and distribution of content on Visit York and Make It York channels.
 - Providing a strategic direction to other departments on maintaining industry standards.
 - Monitor presence on social media channels and engage and interact with Visit York members and stakeholders.
 - Leading on the coverage of live Make It York events, both B2C & B2B across social media.

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- **Digital Content Creation:** Take a lead on the acquisition of visual digital marketing content, including photography, video content, user generated content and also collaborate with designers to improve user experiences.
- **Website content management:** Deliver the content management for pages of visityork.org; optimising York brand messages across content to enhance our presence, bringing the customer proposition to life through digital channels.
- **Creating and scheduling eNewsletters:** Working with the wider team to build and deliver a range of eNewsletters to various subscriber audiences.
- **Digital maintenance and development:** Contribute to the continued maintenance, development and any future redesigns of www.visityork.org as a leading UK tourism site as well as other websites developed under the 'Make It York' umbrella.
- **Activate digital commercial campaigns:** Including, but not limited to, updating display advertising on visityork.org, managing boosted social media promotion and paid ads on Visit York channels, newsletter advertising etc.
- **Understanding of web development and digital marketing budget:** Working with the Digital Marketing Manager have an understanding of the digital marketing budget.
- **Monitor trends and provide regular reports:** Provide regular reports for both internal and external audiences via relevant tools.
- **Supplier and industry liaison:** Support the digital marketing manager with communications to digital suppliers and represent Visit York at relevant industry meetings
- **Future proofing:** Ensure Make It York makes full and continued use of all web development, other digital channels and new technologies in the on-going development of its digital portfolio.

Skills and Experience

- A passionate marketer, keen to add value and to communicate with audiences using digital channels.
- At least 3 years' experience in a digital marketing role with a strong understanding of digital marketing concepts and best practices.
- Experience in proactively managing a digital presence within an organization, preferably a commercial entity, including:
 - Social Media
 - Social Media Advertising
 - Digital content creation
 - Graphic design
 - Video editing
 - CMS knowledge
 - Email Marketing (Mailchimp etc)
 - SEO

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- Photography / videography skills
- Strong reporting skills, along with experience of web and social media analytics tools.
- An enthusiastic writer who is able to produce engaging and inspirational copy.
- Ability to liaise confidently with staff, suppliers and venues.

Hours of work

Full time – 37.5 hours per week Monday to Friday. The role is currently being performed remotely, but there will be a significant future requirement to work from premises in central York.

Some work outside core hours may be required.

Applications

Email to: Marketingrecruit@makeityork.com

Close date: 17.00 Monday 26 July

Interviews will be held: Friday 30 July

NO AGENCIES