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**Marketing Executive**

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| **Job grade** | Professional Level 1 | **Reports to** | Zoo Marketing Manager |
| **Directorate** | Zoos & Engagement | **Function** | Marketing |
| **Contract**  | Permanent | **Location** | Regent’s Park, London |

**Responsibility for resources**

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| **Direct line reports** | None | **Responsibility for other resources** |  |
| **Financial resources** | Day-to-day accounting support, but no overall budget responsibility. |

**Our vision and mission**

ZSL (Zoological Society of London) is an international conservation charity, driven by science, working to restore wildlife in the UK and around the world. Our vision is a world where wildlife thrives and every role, every person in every corner of ZSL has one thing in common – we are all conservationists, and passionate about restoring wildlife.

**Purpose of the role**

The purpose of this role is to support the Zoo Marketing Manager in the planning and implementation of marketing campaigns to drive visitor volume and revenue from ZSL’s two conservation zoos – London Zoo and Whipsnade Zoo. This role will have particular focus on supporting the implementation and analysis of digital activities across display, paid social, PPC, Performance Max, Affiliates and Email, while also having exposure to offline channels.

**Key responsibilities**

* Supporting (and in some cases taking the lead on) the delivery of multichannel consumer marketing campaigns for day visits and events at London and Whipsnade Zoos, including media planning, creative development, stakeholder management and reporting.
* Day-to-day management of digital communications channels including:
	+ ZSL’s Google Grant account
	+ Performance Max and PPC campaigns including briefing, copywriting, performance analysis and optimisation, working closely with ZSL’s external media agency.
	+ Paid social advertising – set-up, optimisation, tracking & reporting.
	+ Affiliate scheme
	+ Copywriting and CMS updates for the zoos’ websites.
* Work with the Digital Platforms team to ensure that campaigns are tagged/tracked correctly for Google Analytics reporting.
* Support ticket setup with the IT department and co-ordinate ticket tracking for commercial events.
* Work with the Email Marketing Manager in the creation of campaign specific emails and support them in tracking and analysing campaign results (engagement, conversion rates, web analytics, ROI) to produce regular reports on campaign performance.
* Deliver ad hoc projects including competitor analysis which feed into the Head of Marketing and Zoo Marketing Manager’s strategic planning.
* Project administration to ensure that deadlines are hit, creative and copywriting are proofed, reporting and billing are accurate and timely, and co-ordination between ZSL and agencies/other partners is effective at all times.
* Provide general and effective administrative tasks for the wider marketing team including general office management.
* Alongside other marketing colleagues, act as brand guardian for London and Whipsnade Zoos, providing support for colleagues and partners where necessary.

The duties and responsibilities described are not a comprehensive list and additional tasks

may be assigned from time to time that are in line with the level of the role.

**Person Specification**

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| Experience |
| Essential | * Proven experience of managing and implementing marketing campaigns, particularly – but not exclusively – using digital channels (display, PPC, Performance Max, Paid Social, Email).
* Experience in managing the creative process including amends, feedback, copy and design quality checking and approvals process.
* Experience in analysing the effectiveness of campaigns using Google Analytics and third-party reports (e.g. media agency data).
* Experience of working with both financial and project management spreadsheets.
* Experience of copywriting for SEO optimised web and other digital channels.
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| Desirable  | * Previous experience of working in a visitor attraction (e.g. museum, gallery, heritage or leisure tourism site).
* Experience using Dot Digital as an email marketing platform
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| Knowledge and skills |
| Essential | * Strong project management skills, able to co-ordinate multiple campaigns and stakeholders and manage competing priorities.
* Passionate about marketing, self-motivated and creative at developing and implementing new ideas for campaigns and promotions.
* Good working knowledge of Google Analytics and other tracking tools.
* Excellent interpersonal, communications and influencing skills.
* Good numeracy skills.
* Up-to-date knowledge of digital marketing practice within a commercial context.
* Advanced skills in using MS office packages, specifically Excel and PowerPoint.
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| Desirable | * Formal digital marketing qualification(s) advantageous.
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| Additional requirements |
| Essential | * This post can operate on an agile/blended working model, but it is not a fully remote role. The postholder will be expected to come into the London office (Regent’s Park) at least once a week, with occasional travel to Whipsnade Zoo (near Luton) also required.
* On rare occasions, weekends or evenings may need to be worked (e.g. supporting commercial events).
* Strong commitment to ZSL’s values and behaviours:
* Collaborative
* Inspiring
* Inclusive
* Innovative
* Impactful
* Ethical
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