



## **Digital & eCRM Marketing Executive**

- **Department:** Marketing / Reporting to Head of Marketing
- **Salary:** Starting from 22k

This role will be responsible for supporting the social & digital media communications strategy, driving engagement and loyalty initiatives across all digital touch points for [SUBTV PLAYLISTER](#) content and [SUB](#) productions.

### **1) Digital initiatives across all owned channels:**

Plan, deliver, evaluate and optimise all digital content & communications on digital owned channels, including mobile, web, social, email & offline. Ensure full integration with wider marketing & communications activity, working closely with the music content teams, other relevant internal colleagues and external agencies as follows:

#### eCRM

- Create cutting edge eCRM and social communications to grow, nurture and retain an engaged community.
- Send consistent and compelling messages that positively influence engagement, retention and loyalty KPI's to enhance our B2B & B2C customer service.
- Champion consumer experience across all campaign channels where relevant.
- Provide the music, content and commercial teams with an in-depth knowledge of the processes, best practices and execution of high quality eCRM campaigns.
- Work closely with the Customer Data and Insight Analyst to refine audience targeting and segmentation.
- Create digital mechanics (competitions, sign up forms, social tools) and set up new web/app/email marketing automation workflows.
- Act as the major stakeholder in the rollout of key CRM projects, including: loyalty initiatives, referral marketing & customer data enrichment.
- Implement and develop processes alongside the Head of Music to ensure collaboration between the internal & external teams involved in CRM execution.

#### Social Media

- Plan, schedule & manage all aspects of Subtv's communication channels.
- Develop & execute compelling content and promotion ideas to build communities and drive traffic to our digital touch points (and third party streaming platforms).
- Work with the digital teams to support the music strategy and planning goals.
- Create & upkeep a weekly calendar to ensure the posting of timely content and to take advantage of seasonal/current events, on and off university campuses.
- Implement a paid media strategy, working with the Head of Marketing to plan digital budgets through a clear understanding of ROI and commercial potential.
- Encourage and manage conversation and interaction amongst the community; help to create and establish new micro communities, including the identification of 'opinion leaders', 'tastemakers' and 'curators', encouraging them to get involved.
- Nurture, educate and train intern(s).

## App / Website

- Plan, deliver, evaluate and optimise content for our app and website(s)
- Work with the rest of the team to generate unique, differentiated content and promotions to engage and sustain app/web interaction with the community.
- Inspire the music content team to create relevant, contextual content that can be localized effectively to increase activity at key university sites.
- Assist the commercial team when necessary with branded/sponsored campaigns.
- Facilitate and manage user conversations, questions and needs via direct messaging through Intercom and email where applicable.
- Respond to app feedback / user experience issues and reviews that are detracting from successful onboarding and retention.

### **2) Marketing support:**

- Build and manage the execution of key music initiatives, promotions and campaigns.
- Support and advise on the implementation and delivery of innovative, cost effective digitally focused marketing and promotion.
- Actively seek innovative solutions to complement traditional marketing plans.
- Work with central sales team to enhance marketing activity with key partners.
- Track, measure & benchmark results, reporting campaign performance back to key stakeholders.

### **3) Performance & Measurement:**

- Ensure all digital initiatives are delivered to the required standard.
- Ensure timely reporting and analysis against marketing targets.
- Provide post campaign analysis and share key takeaways with the department to ensure we constantly learn from what we do, and evolve our strategy accordingly.

### **3) Insight and Consumer Trends:**

- Analyse data collected via social & app interaction to improve our relationships & understanding of our consumer behaviour.
- Deliver insight led marketing campaigns working closely with the Insight team to improve usability and engagement across the university estate.
- Be aware of the latest innovations and consumer trends in digital media, ensuring we are always exploring new marketing and partnership opportunities.
- Use Analytics and understanding of consumer data to identify new opportunities and approaches in and out of the digital space.

## **Personal specification**

- A creative storyteller who understands how to connect with young audiences using great copy, images, video & conversation.
- A great writer who is ultimately able to inhabit the voice, tone and character of our brand across multiple touch points.
- An investigator who uses data & analysis to determine what tactics are inspiring to our audience.
- An experimenter who is constantly looking for new ways to surprise, delight & inspire our different audiences.

## **Essential attributes**

- Confident using eCRM-driven marketing campaigns to drive consumer engagement and increase loyalty.
- Strong technological knowledge and comprehensive understanding of emerging digital opportunities, tactics and technology.
- Superb communication skills, both verbal and written.
- Proactive, hard-working and enthusiastic.
- Strong design, photography & videography, copywriting & creative skills.
- Passionate about music and the digital landscape - and ultimately a music obsessed fan with broad tastes!

## **Desirable technical skills**

- Hootsuite / Sprout Social
- Intercom
- Salesforce
- Microsoft Office 365
- Adobe Creative Suite
- Wordpress CMS
- SmartURL
- Google Analytics
- Google Firebase
- Google Adwords
- Facebook Insights
- Facebook Ads
- Facebook Audience
- Facebook App Analytics
- Fabric App Analytics
- Twitter Analytics
- YouTube – Creator Studio
- Tableau

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