

## JOB DESCRIPTION

<b>Title:</b>	Digital Marketing Executive
<b>Reporting to:</b>	Managing Director
<b>Hours of work:</b>	Monday to Friday. 9am -5pm, or 8am – 6pm during Easter/Summer holidays
<b>Salary:</b>	£23 -26,000 depending on experience
<b>Benefits:</b>	Generous Holiday Allowance
<b>Place of work:</b>	Farmoor, Oxford

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### Summary of Position:

An exciting opportunity to be part of rapidly growing business which provides exciting holiday activity programmes for children aged 4 to 14 years at 30 outstanding locations across the UK. From elite sports coaching and language schools, to survival courses and multi-activity day camps, our brands are high quality and engaging.

As our Digital Marketing Executive, you will bring your previous online marketing experience to drive awareness, customer engagement with our fun brands and ultimately help drive bookings. We are looking for someone who will use their digital and social marketing experience, to bring our brand to life on our website and through video, create engaging social media campaigns and ultimately get our customers excited about our brands. You will be positive, a great communicator and adaptable!

### Responsibilities:

- Implementing marketing campaigns through our websites, email marketing, social media and online advertising (amongst other channels)
- Ensure website content is correct, up to date and inspires parents to book
- Create and implement social medial content and activity, including posting relevant content via Twitter/Facebook etc.
- Segmenting email databases, creating campaigns and aiding retention and acquisition of customers
- Reporting results through Google, email and other analytical tools
- Implementation of SEO on our websites
- Excellent IT skills with experience of Photoshop (or similar), MS Office products, as well as website content management systems
- Must be articulate and numerate, as well as possess good inter-personal skills, and have the ability to prioritise workload.
- If requested, support with other non-digital marketing or other activities and projects

### Requirements:

- At least 2 years' experience of digital marketing, with a specific focus on website, email and social media
- Experience of using email platforms
- Experience of web content management
- Degree level of education in digital marketing or similar
- Excellent attention to detail, particularly in written content
- Ability to communicate and co-operate effectively with company colleagues at all levels with strong communication skills
- Pro-active and conscientious, able to adapt to situations when required

Please send your CV and a covering letter to [luke@activeeducationgroup.co.uk](mailto:luke@activeeducationgroup.co.uk) by 12<sup>th</sup> September. For more information about our brands visit our website - [www.activeeducationgroup.co.uk](http://www.activeeducationgroup.co.uk)