

LIVERPOOL EXPERIENCE CAMPUS

Ticket Quarter Marketing Account Manager



Marketing

Ticket Quarter Marketing Account Manager

REPORTS TO: DIRECTOR OF MARKETING & COMMUNICATIONS

DIRECT REPORTS: MARKETING ASSISTANT

JOB PURPOSE

Two fold role to account manage Ticket Quarter clients delivering a high quality marketing service to support the clients' marketing campaigns across their relevant events, experiences, venues and attractions, and to support the marketing of TQ products and services.

MAIN DUTIES AND RESPONSIBILITIES

- Develop and deliver marketing plans and campaigns for events, experiences, venues and attractions ticketed by Ticket Quarter.
- Assist the Marketing Manager, Client Account Managers and Business Development team to identify key clients and events, prioritising workload and objectives in order to deliver maximum commercial impact for Ticket Quarter.
- Support in the overall account management of Ticket Quarter clients by delivering a high quality marketing service to support clients' marketing campaigns, objectives and targets.
- Develop strategies to ensure client opportunities are maximised, increasing loyalty & spend, including existing and lapsed clients.
- Develop strategies to identify potential regional and national markets for TQ products and services and undertake B2B marketing activity to attract new clients through lead generation.
- Line manage the TQ Marketing Assistant, providing guidance and direction.
- Represent Ticket Quarter in client meetings to help secure new business, work with existing clients or build partnerships.
- To develop appropriate material to assist with the articulation and sell in of TQ products and services.
- Play a pivotal role in developing the new TQ website and creating a go to events resource, regionally and nationally, including developing a comprehensive content strategy.
- Utilise the latest developments in digital marketing in developing appropriate campaigns, including AI.

- Support the Digital Marketing Manager on growing Ticket Quarter reach and engagement through organic and paid social channels, email and website.
- Develop and manage Ticket Quarter's social channels, planning and scheduling activity and content to support marketing campaign activity and brand development.
- Support development and delivery of the annual Sales & Marketing Plan and budget in line with annual strategic and tactical business objectives.
- Provide recommendations on budget spend and allocate marketing budget to specific Ticket Quarter events or activities, taking responsibility for the budget management of all Ticket Quarter Marketing activity.
- Understand the consumer market and audience base of Ticket Quarter and Liverpool Experience Campus and be able to present relevant information to clients including potential marketing opportunities to their business need.
- Monitor competitor activity across the relevant markets to keep up to date on industry news and use market insight to enhance the quality of service provided by Ticket Quarter to clients.
- Identify marketing opportunities and activities available to Ticket Quarter for targeted consumer marketing including own brand awareness campaigns and to up-sell these to clients where appropriate.
- Co-ordinate and develop the measurement of marketing activity, where appropriate, and provide Return on Investment analysis to ensure focus on continual improvement.
- Act as the brand guardian for Ticket Quarter, adhering to and developing the brand guidelines and supporting the wider team in implementing brand guidelines.
- Represent Ticket Quarter at networking forums such as Culture Network, LAG and LINK meetings.
- Support the teams within Liverpool Experience Campus to identify and maximise opportunities for Ticket Quarter and to ensure all marketing activity is to the highest standards and quality levels are maintained.

GENERAL

- To contribute to the success of our One Team culture to deliver our aims and objectives, maintaining a flexible and positive attitude.
- To adhere to Liverpool Experience Campus Health and Safety policies and procedures and to observe a duty of care to all visitors, staff and contractors to Liverpool Experience Campus.
- To undertake any other duty commensurate with this post as determined by your manager.
- This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing.
- It is inevitable over time that the emphasis of this job will change, therefore this information will be periodically reviewed, revised and updated involving the post holder.

ROLE PROFILE

ATTRIBUTES	DESCRIPTION	ESSENTIAL/ DESIRABLE	HOW MEASURED
TRAINING & QUALIFICATIONS	Degree or equivalent Marketing specific qualification	Essential Desirable	
EXPERIENCE	Demonstrable experience of influencing decision makers, negotiating and presenting Demonstrable experience of the industry Significant experience in Marketing and creating brand awareness Experience of strategic marketing planning Experience of B2B marketing and consumer marketing Experience of client management Experience of line management and proven track record of motivating staff around a joint objective	Essential Essential Essential Desirable Essential Essential Essential	
SKILLS & KNOWLEDGE	Understanding of the events sector Understanding of ticketing systems Developed time management skills for juggling high volumes of requests and understanding the importance of each one Developed ability to prioritise work Developed communication skills Developed IT and digital marketing skills and knowledge	Essential Desirable Essential Essential Essential Essential	
KEY ATTRIBUTES	Emotional intelligence, resilience, influencing, internal / external stakeholder management, confidence, excellent verbal and written communication, innovation and creativity, teamwork and collaboration	Essential	

Key for How Measured:
I - Interview

P - Presentation

A - Application

E - Exercise

T - Test

AC - Assessment Centre

CS - Case Study

Signed by Employee:

Date:

Signed by Line Manager

Date