

LIVERPOOL EXPERIENCE CAMPUS

JOB DESCRIPTION & ROLE PROFILE



Marketing

Senior Marketing Account Manager 12-month FTC

REPORTS TO: Consumer Marketing Manager

DIRECT REPORTS: N/A

JOB PURPOSE

To account manage clients presenting consumer event product at the Liverpool Experience Campus, delivering a high-quality marketing service to support the clients' marketing campaigns for events at the M&S Bank Arena, The Auditorium and Exhibition Centre.

MAIN DUTIES AND RESPONSIBILITIES

- To provide a proactive account management service for M&S Bank Arena, Auditorium and Exhibition Centre clients, delivering a high-quality marketing service to support the clients' marketing campaigns for events at the campus.
- Develop and deliver show marketing plans for the M&S Bank Arena, Auditorium and Exhibition Centre in Liverpool to budget and in line with annual strategic and tactical business objectives.
- Provide guidance and support to the Jnr Account Manager in the delivery of their day-to-day activity ensuring they are adhering to allocated budget and all financial processes. Support them in preparing marketing schedules and plans for their allocated events/clients ensuring they maximise opportunities to generate visitors, ticket sales and revenue contribution.
- Monitor competitor activity across relevant markets, to keep up to date on industry news and use market insight and audience profiling to enhance the quality of service provided by the Consumer Marketing team.
- To understand the consumer market for Liverpool Experience Campus and be able to present relevant information to clients including potential marketing opportunities for their business needs.
- To use key digital systems such as Hubspot to create, monitor and report on key campaigns.
- Identify marketing opportunities for Liverpool Experience Campus venues to target consumers including programme and brand awareness campaigns and to up-sell these to clients where appropriate.
- To manage budget spend for M&S Bank Arena, Auditorium and Exhibition Centre product allocating marketing budget to specific consumer events or activities.
- Co-ordinate and develop the measurement of marketing activity, where appropriate, and provide return on investment analysis to ensure focus on continual improvement.

- To adhere to the brand guidelines and support the wider team in implementing brand guidelines across Liverpool Experience Campus.
- Ensure all marketing activity is to the highest standards and quality levels are maintained.
- To attend meetings as required to perform duties
- Work effectively across the teams within Liverpool Experience Campus to identify and maximise opportunities for the venues.
- Sustain a flexible and adaptable attitude to the work of the team to respond effectively to marketing opportunities.

GENERAL

- To contribute to the success of our One Big Team culture and values 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 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 or Business related qualification	Essential Desirable	A A and I
EXPERIENCE	Experience of working in a marketing role, minimum four years' experience Experience of understanding and marketing to consumer audiences. Experience/understanding of the events industry or visitor economy. Experience of managing clients and providing marketing services. Experience in digital marketing and an understanding of digital advertising, content development, SEO/AEO and email marketing. Experience using digital applications such as Hubspot, social platforms, Experience of using consumer research, data and profiling to inform marketing campaigns and tactics.	Essential Essential Essential Essential Essential Essential	A and I
SKILLS & KNOWLEDGE	Developed ability to multi task high level tasks and projects A proven ability to manage under pressure and work to targets and tight deadlines Developed written and verbal communication skills, with the ability to work collaboratively with colleagues across the organisation. The ability to develop and execute marketing campaign plans to achieve business objectives The ability to proof read accurately with excellent attention to detail The ability to manage budgets The capacity for creative and strategic thinking to help develop events and business opportunities Strong knowledge of digital marketing.	Essential Essential Essential Essential Essential Essential Essential Essential	A and I
KEY ATTRIBUTES	Pragmatic, resilience, influencing, attention to detail, confident, good verbal and written communications, strong time management, self-motivated and enthusiastic, proven problem solver.	Essential	A and I

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