



## **POSITION**

Marketing Executive

## **REPORTING TO**

Head of Marketing

## **PLACE OF WORK**

Bell Yard, London. This is a full-time role, working on a hybrid model, with 3 days in the office per week. In-office training will be required for the initial 4 weeks (4 days per week).

## **SALARY**

£30,000 + benefits

## **KEY RESPONSIBILITIES**

Reporting to the Head of Marketing, and working alongside the Digital Marketing and Brand Manager, the Marketing Executive is responsible for the tactical execution of creative and engaging consumer and trade marketing campaigns and day-to-day marketing communications for both the National Book Tokens and Record Tokens brands. The main responsibilities include:

- Managing the National Book Tokens and Record Tokens social media channels (Facebook, Instagram, X, Threads and LinkedIn); planning and implementing tactics to grow and engage our audiences, support marketing campaigns, and support product sales and awareness.
- Executing marketing strategies to support product sales and awareness, including product launches.
- Planning and implementing a year-round calendar of seasonal and brand-relevant content to grow and engage our audiences across all social channels (including but not limited to Facebook, Instagram, Threads, X and LinkedIn).
- Working in conjunction with the Digital Marketing and Brand Manager to manage our eCRM programme and develop strategies to deliver audience loyalty and growth.
- Delivering engaging web and social media content, in line with Brand Pillars, and providing copywriting and proofreading support for the marketing team.
- Working with National Book Tokens, Booksellers Association and Entertainment Retailers Association colleagues and associates to plan, write and execute year-round trade comms for National Book Tokens and Record Tokens.
- Designing and implementing acquisition and retention tactics to grow usage of, and engagement with, National Book Tokens' local marketing platform for booksellers.
- Reporting on, and analysing, social media, newsletter, and marketing campaign activity.

- Handling inbound marketing queries from trade and consumers online and via email and social channels.
- Efficient and effective administration to support all marketing activity, including but not limited to:
  - Administering competition entries and prize fulfilment, including liaison with partners
  - Maintaining accurate customer data records, and handling data requests from consumers
  - Keeping accurate reports and records of activity such as newsletter statistics and competition entries.
  - Regularly checking websites, newsletters and social channels to identify areas for improvement, and working with relevant colleagues and web agency to implement changes.
- In addition to Marketing responsibilities, this role will occasionally support the Customer Service team, developing a sound working knowledge of key customer issues in order to handle inbound queries online, by email and by phone – dealing with rudimentary queries and triaging more complex issues.

### **SKILLS & EXPERIENCE – REQUIRED**

- A passion for digital and social media marketing – a true digital native.
- Excellent written and spoken communication skills.
- Strong organisational and prioritisation skills.
- Demonstrable experience of creating engaging content, particularly for the web and social channels.
- Knowledge of, and enthusiasm for, using social media platforms and planning tools.
- Experience of using design and editing software such as Photoshop, Canva.
- Intermediate Excel skills and confidence handling, analysing and presenting data.

### **SKILLS & EXPERIENCE – DESIRABLE**

- Experience of using the Microsoft Office suite.
- Knowledge of and experience using email marketing software.
- Experience of dealing with customers and a desire to deliver an excellent customer experience.
- A passion for books and reading, and a sound knowledge of and interest in the book industry.
- Relevant qualifications, and/or demonstrable experience in a relevant similar role.

If you have proven experience in a similar role and are looking for a new challenge, please email your CV to Lisa ([marketing@booktokens.co.uk](mailto:marketing@booktokens.co.uk)), accompanied by the following:

- a cover letter outlining why you think you would be the perfect candidate
- up to 200 words telling us about a piece of National Book Tokens or Record Tokens marketing that you've liked – or disliked – and why

Please include your availability for interview. We look forward to receiving your application!

Closing date for applications is **midnight GMT on Wednesday 14<sup>th</sup> February 2024**. Please note that applications will be reviewed as and when received, and successful candidates may be invited to interview before the closing date. The successful candidate will have the right to live and work in the UK.

## **Other information:**

**LOCATION** You will be located at Bell Yard, London, but you may be required in the future to work at a different location.

**WORKING TIME** This is a full-time permanent position. The office hours are currently 35 hours per week - Monday to Friday. However, you will be expected to work any additional hours necessary to carry out your duties.

**PERFORMANCE RELATED PAY** A discretionary performance related pay scheme operates whereby the you would be able to obtain an annual discretionary bonus of up to the equivalent of 5% of the salary, based on meeting previously agreed performance targets. Members of staff joining any companies within the BA Group during the Financial Year (1st November to the following 31st October) and still employed on the last day of the financial year shall be entitled to receive a pro rata share of a full year's entitlement, provided that they have been employed by the Company for more than three months. [Further details can be provided.]

**SEASON TICKET LOAN SCHEME** An interest free annual season ticket loan scheme is available at the end of the probationary period.

**HOLIDAYS** 20 days annual leave is granted each year, plus two additional days, one for the employees birthday and one 'festival day' (pro rata for employees beginning work during the holiday year or working part-time) in addition to public holidays. Additional holiday entitlement is given to staff with over five years' continuous service.

**MATERNITY, PATERNITY AND COMPASSIONATE LEAVE** Maternity, Paternity and Compassionate Leave are granted. Full details will be given on request.

**PENSION, LIFE ASSURANCE AND DISABILITY COVER** A Group Personal Pension Scheme is available to staff who have successfully completed their probationary period. The company pays up to the equivalent of 10% of the employee's salary into the scheme; the employee from 5% from their salary. A Life Assurance Scheme and PHI Scheme have been arranged for the benefit of all employees, subject to limitations.

**CONFIDENTIALITY** The Association and its trading companies possess confidential information in both electronic and manual formats concerning its own operations, as well as possessing details on booksellers, publishers and others. It is a condition of employment that such material and information remains confidential and under no circumstances should be copied for use outside the Association.

**EMPLOYMENT POLICY** As part of a continuous policy to select with the utmost fairness, applicants will be considered on the basis of their suitability for the post, regardless of sex, age, nationality, race, marital status, sexual orientation and disability.

**WORKING IN A SMALL ORGANISATION** It must be appreciated that the above details are designed to give an accurate indication of the type of work involved and the general conditions of employment, but Book Tokens Ltd is a small organisation and the holder of the above position must be prepared to help in other ways and to take on tasks that may be necessary

**DISCLAIMER** These notes are intended as a guide for prospective employees of Book Tokens Ltd, a subsidiary company of the Booksellers Association of the UK and Ireland Ltd, and do not form part of the Contract of Employment.