



About Us

Established in 2003, Media 10 is the most awarded media and events company in the UK and has a growing portfolio of 30 live events covering design, interiors, lifestyle and construction. As well as Media 10 being specialists in the events sector, the company's creative flair produces well-established publications and a series of award winning magazines and websites.

We not only enjoy what we do, we love it! We are passionate about delivering the very best results and expect our team members to have the same enthusiasm.

The Role

Titles: Good Homes, Grand Designs, Gurgle, Onoffice, Icon

The marketing team at Media 10 are seeking an experienced, motivated and enthusiastic senior marketing executive to work across its established portfolio of leading magazines and websites.

The Ideal Candidate

As the ideal candidate, you possess endless energy. You're fun to work with and you come with a strong contacts book built-up from four or more years in marketing. You are an ideal person with a strong creative edge. You think outside of the box and think big in your ambitions. You possess excellent organisational skills and thrive at multi-tasking. Excel is your best friend and data floats your boat. You're a strong communicator who loves getting out and meeting leading brands. You love print and digital platforms and captivating copywriting comes naturally to you.

We're ideally looking for someone with strong subscriptions experience as this will play a key part of the role, but will consider direct marketing experience if the candidate has strong analytical and planning experience. Experience across digital and social media is also essential.

Key Responsibilities

- Managing the subscriptions strategy, implementing and driving acquisition and retention campaigns, across all print and digital sales platforms
- Managing the direct marketing activity of all brand extensions, including bookazines, shows, design course etc...
- Analysing marketing data, producing reports and executing effective action plans, including response rates, CPAs, planning, forecasting, lifetime value, ROI
- Event planning and providing support at shows and events to capitalise on all magazine marketing opportunities to drive subscriptions
- Digital marketing, including email campaigns, PPC, remarketing, to drive acquisitions and retention of subscriptions and brand extensions
- Social media campaign management, including driving brand awareness, promoting subscriptions, brand extensions
- Point of contact for subs bureau, overseeing refunds, customer complaints and managing social media accounts for these queries
- Partnership marketing and using brand partners to reach new audiences to drive subscriptions and brand extensions sales
- Content marketing; working with the digital content teams to extend their content out via digital channels to help audience development and engagement with readers
- Data acquisition campaigns to generate leads to market our brands to
- Management of marketing contras, to source subscriptions gifts and show gifts to drive uptake of subscriptions
- From time to time you may need to provide marketing support for sourcing covermounts and catalogues

What you're good at:

- Subscriptions experience or direct marketing experience essential
- Experience of sourcing brand partners
- Highly numerate with exceptional analytical skills
- Strong organisational skills, ability to prioritise and multi-task projects
- Strong presentational skills
- Exceptional communication skills, both written and verbal
- Good copywriting skills
- A team player, passionate and full of energy
- Ability to 'think outside the box'
- Experience of working in the magazine/ publishing industry

What we will do for you

- Make you feel like part of a family
- Know your name – you're not just a number here
- Encourage you to develop your skills, strengths and career
- Recognise your contribution and hard work
- You will get to work on the best brands in the industry
- Make sure you're never bored
- Love our company parties
- Make sure you have fun – because we have fun