

Job Title: Marketing Executive
Department: Grand Designs Live

About us

Established in 2003, Media 10 is the most awarded media and events company in the UK with 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 flare produces well established publications and owns 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 in everything we do and expect our team members to have the same passion.

The Brand

The Grand Designs brand is unique. It is the UK's most-watched property TV programme, regularly drawing in millions of viewers with a devoted following. Grand Designs Live and magazine are a vital part of this brand, and, like the TV programme, they are inspirational, intelligent, and innovative – an essential purchase for any homeowner undertaking a project. Grand Designs provides the best examples of clever residential architecture and design.

What is expected from you

As a Marketing Executive it is essential that you have previous experience in overseeing print and production of adverts and marketing collateral from start to finish, as well as strong copywriting skills and the ability to communicate confidently and form promotional partnerships.

- Work with the Senior Marketing to implement a marketing and promotional plan, including schedules for media, direct marketing and PR.
- Brief and manage artwork for advertising schedule to include broadcast, national press and digital media.
- Run a targeted and engaging ECRM campaign including briefing and building email content, working with data team and analysing the results of each communication.
- Coordinating with the PR agency to deliver social media communications and grow our social media community, working with the Marketing Team Administrator to develop content and agreeing strategy with Senior Marketing.
- Identify and secure essential media partnerships and other third-party promotional partnerships.
- Manage the show website, using CMS system to creating engaging news stories and regularly updating content & exhibitor listings.
- To liaise with ticketing agencies to ensure a smooth-running ticketing process including tracking promotional codes and updating ticket reports. Manage day-to-day box office activities pre and during event.
- Work closely with show sponsors and exhibitors and ensure all marketing deliverables are met.
- Assist with at show activity including; running the press office with PR, overseeing photography/filming at show and managing competitions/competition winners.
- Working with Senior Marketing, to commission on-site visitor research and ensure proper dissemination of the results.

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 do have fun