

Role: Digital Marketing Executive

Reports to: Digital Marketing Manager

Location: Scottish Event Campus, Glasgow, site-based role

Role Summary

This is an integral role within the SEC and you will work across multiple digital tools and platforms. You will support all day-to-day functions of the Digital Marketing team, including website management, email campaigns, Google Ads, reporting, coordinating event pre and on-sales, and liaising with the SEC's internal and external partners to facilitate and ensure that business standards are met. You will be tasked with continually striving to support and improve the areas described below, working with the Digital Marketing Manager to implement the digital strategy.

Key Responsibilities

- Deliver email marketing journeys, from segmentation and copy to testing and reporting.
- Coordinate the day-to-day content management of our websites via our CMS, ensuring the setup of new event pages and wider website pages are accurate, accessible and up to date.
- Support campaigns across digital channels via our websites, email, and Google Ads, and work to improve our organic performance.
- Collaborate with promoters, partners and internal teams to align messaging and timelines.
- Support the Digital Marketing Manager in delivering on our KPIs.
- Use our data analysis systems, including Google Analytics, to report on campaign and ongoing performance.

Required Skills and Experience

- Experience in a digital marketing role.
- Working knowledge of digital marketing tools, including email marketing platforms, SEO tools, Google Ads and Google Analytics.
- Strong copywriting skills.
- Experience working with a CMS.

Key Competencies

- Great attention to detail is essential.
- A data-driven mindset, using insight to improve performance.
- Confident working as part of a team in a busy working environment.
- Clear stakeholder communication, both internally and with clients.
- The ability to manage time and priorities in a busy schedule.
- Team player with a collaborative mindset.