

## WORK WITH US!

Open Door Media Publishing currently has an exciting opportunity in our London office for a talented Digital Marketing Executive looking to join a dynamic, fast-growing financial services media company. We publish magazines, websites and a suite of digital products for the audiences we serve. ODM also organise financial conferences around the world, everywhere from Miami to Munich.

### MAIN DUTIES OF THE DIGITAL MARKETING EXECUTIVE INCLUDE:

- Creation and publication of all marketing material in line with marketing plans, including invites, e-newsletters, ezines and media packs
- Planning and implementing promotional campaigns
- Co-ordinating marketing campaigns with sales activities
- Responsibility for brand management and corporate identity
- Monitor and report on effectiveness of marketing communications
- Working closely with design agencies and assisting with new product launches
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives
- Analysing potential strategic partner relationships for company marketing
- Creation and execution of event marketing email campaigns
- Website updates on event microsites
- Social media marketing
- Writing marketing copy and proofreading
- Generating and chasing leads/submissions for our International Fund & Product Awards campaign
- Conducting market research, for example using customer questionnaires
- Collating event feedback reports where necessary
- Maintaining company databases in accordance with GDPR

### KEY COMPETENCIES:

- Qualification in digital marketing
- Marketing automation skills desirable
- Knowledge of Adobe Creative suite desirable
- Excellent time management skills
- Excellent attention to detail
- Highly motivated and able to work well autonomously or as part of a team
- Ability to thrive in a pressurised work environment and remain calm under pressure
- Highly presentable with excellent interpersonal and communication skills
- Strong knowledge of MS Excel, Word, PowerPoint, Outlook, Adobe and Google Analytics
- Strong analytical and project management skills
- Confident and dynamic personality
- Strong creative outlook

To apply for this role, please contact Vanessa Jagessar at [vanessa.jagessar@odmpublishing.com](mailto:vanessa.jagessar@odmpublishing.com) with a covering letter and CV.

Competitive salary – circa £26,000 plus bonus and benefits.