



Designed by Master Architect Renzo Piano, The Shard has redefined London's skyline and quickly established its place as a dynamic symbol of London. At a height of up to 800ft or 244m, and at almost twice the height of any other vantage point in London, visitors will experience unrivalled 360 degree views over the city for up to 40 miles on a clear day. Surrounded by the city's most notable attractions, the high-life awaits you at The View from The Shard.

### JOB DESCRIPTION

Job Title:	Marketing Manager
Reports to:	Head of Communications
Direct reports:	None
Contract:	Monday to Friday, 9am – 5.30pm (Able to work occasional early mornings or late nights where necessary)
Salary:	up to £45k per annum

### THE PERKS

- 25 days Holiday + Bank Holidays
- Length of Service Benefit – additional day holiday for every year (capped at 5 years)
- Employer pension contribution of 5% of your annual salary
- Private Medical Insurance
- Life Assurance
- Complimentary tickets to The View

### ROLE PURPOSE

You will be an integral part in the development of the Company's Marketing and Communication strategy. As our brand guardian, you will be involved in all things visual and creative such as our social media presence, website, marketing materials, advertising campaigns, signage, and digital media. You will take the lead of our social media platforms and will create engaging content to retain and increase our customer database.

## YOUR RESPONSIBILITIES

### Agency Management

- Day to day management of marketing agencies (brand, advertising, website, digital and research) including briefing, sign off processes and reporting.

### Advertising & Media Campaign Management

- Support on the development and implementation of the annual marketing and communications strategy.
- Support the development of briefs for media and creative agencies ahead of each campaign and review proposed approaches by the agencies.
- Manage campaign timelines and all campaign creative.
- Report on campaign performance.
- Evolve messaging to adapt to market trends and conditions.

### Brand Management

- Act as brand guardian on all branded materials including on and off-site signage, retail products, events and printed materials to ensure it meets quality standards and brand guidelines.
- Work with wider Sales and Marketing team to develop and produce all brand collateral ensuring all materials produced meet our quality standards and our brand guidelines.
- Curating and developing creative opportunities that are on brand and relevant to our target audience, and work with the wider marketing and operational team to deliver these ideas.
- Work with Head of Communications to ensure brand is correctly represented across third party platforms.

### Digital Communications

- Support on the development and implementation of the digital marketing strategy and social media strategy (paid and organic).
- Responsible for the daily management of TVfTS social media channels, proactively curating and scheduling engaging two way content and posts in line with the sales and marketing objectives for the business and the overall social media strategy
- Ongoing management of TVfTS website including updating content (wordpress), content creation and conversion rate optimisation.
- E-CRM – creating and scheduling online database communications working with other team members to curate the content.
- SEO strategy development and management on both a domestic and international scale.
- Collate audience insights and results, analyse and present to the relevant teams to drive strategy development.
- Monitor digital performance with media buying agency and ensure maximum return on investment across all channels.
- Support the internal communication function of the business in delivery of communications, newsletters, events and updates to key departments
- Support TVfTS Corporate Responsibility – respond to ad-hoc charity requests and support the programme as set out by the Head of Communications

### PR

- Work closely with the Head of Communications to ensure the PR Strategy aligns with the brand and fits with the communications strategy including:-
- Support with media and influencer visits working with the guest experience team to ensure a smooth delivery and follow up post visit with relevant call to action
- Support filming, influencer and photography requests including on site shoots both commercial and editorial which will involve out of hours working on occasion
- Help generate and implement creative ideas to gain press coverage and social content resulting in positive publicity for The View and maintain a high profile in the media

- Support the sales team with industry award submissions as required.

#### Administration

- Support the team on financial administration and reporting systems

#### YOUR SKILLS AND EXPERIENCE

- Experience in a Managerial level in a stand-alone role
- Experience in working in a premium visitor attraction
- Branding Experience
- Copywriting Skills
- Solid understanding of email KPIs and deriving insights for wider business reporting and actions
- Ability to manage projects, work to tight deadlines and adapt to changes
- Experience of implementing marketing strategies
- Demonstrable experience in using WordPress, Mailchimp and Social Media Platforms
- Demonstrable experience in soling managing social media campaigns from content creation, publishing, and analytics
- Use of Microsoft Office at an 'Advanced' level
- Strong written and verbal communication skills
- Highly organized, with good time management skills
- Strong self-motivation and drive with demonstrable initiative
- ☒ Budget management experience and good numerical skills
- Self-motivated and pro-active
- Ability to work independently with minimal supervision
- Experience working both independently and in a team-oriented, collaborative environment