



Job Description

M and H Media Ltd is looking for a talented digital marketing and social media manager with a track record in increasing engagement and growing audiences. Is that you?

Job title	Marketing and social media manager
Location	Remote/home working with occasional visits to our Worcester office
Responsible to	Company director
Salary	£30-35,000 per annum (FTE) depending on experience
Hours	It is intended that this will be a 22.5 hour (3-day week equivalent) role but we are happy to discuss alternative options with the right candidate. Please see our note in the How To Apply section.
Benefits	Pension contribution 3% Flexible working. 20 days holiday (pro rata) rising to 25 days, plus bank holidays. Be part of a wonderful small, friendly team where you can make a real difference.

About us

[M and H Media Ltd](#) is a B2B publishing and events business operating in the cultural sector. Established 30 years ago, we run the sector's largest, and most high profile, annual events: a trade exhibition, the Museums + Heritage (M+H) Show, and the "Oscars of the museums-world", the Museums + Heritage Awards. We also publish an online magazine/information resource titled Museums + Heritage Advisor. We aim to reach and engage with those working in museums, galleries and heritage visitor attractions, as well as the companies and suppliers selling products or services into that market.

We are an equal opportunities employer and welcome applications from everyone.

About you and the role

You will be creative, positive, flexible, enthusiastic and driven. You will be self-motivated but a team-player too. The right attitude is critical as is proven track-record in marketing, particularly digital, and social media. Your verbal and written communication skills must be top-notch. As a key player in a small but perfectly formed team, you will have a can-do attitude!

Key responsibilities include:

- planning and implementing a cohesive and inclusive marketing and social media strategy for the business
- growing M+H's social networks and newsletter subscriber lists, and increasing referrals from those platforms – particularly LinkedIn and Twitter
- working closely with our editor to grow our readership
- developing campaigns to successfully increase submissions to our awards and attendance at our events
- interacting with our audiences across our social media channels
- creating and executing social media content plans
- developing and delivering an organic and paid social media strategy to extend reach, referrals and engagement across our channels
- keeping up to speed with ever-shifting developments in social media and digital marketing
- constantly improving SEO to ensure that M+H continues to grow
- analysing data and using those insights to devise and evolve our marketing strategy
- responding quickly when necessary to implement changes to achieve our reach, engagement and referral targets
- writing, designing and posting content across all our social media channels as well as our newsletters and websites
- identifying and engaging with key influencers and joining in conversations around relevant topics
- planning and creating email campaigns for M+H's programme of events, keeping up to date with best practice to maximise engagement, sign-ups and return on investment
- developing and testing segmentations and planning a year-round CRM strategy
- creating graphics and gifs for social media posts and newsletters
- developing a consistent voice and style for M+H across all marketing activities
- managing our brand guidelines and adhering to those of our partners and clients
- regularly reporting on general and campaign-specific marketing performance
- tracking activity of other events and museum/cultural sector museum associations and organisations to benchmark progress and market positioning
- building strong partnerships with our clients and partners to deliver collaborative marketing campaigns which meet our collective objectives and ensuring that contractual obligations are met and our vision reflected
- ensuring event web pages are kept up to date and developing and implementing a schedule of user-focused content
- managing all digital assets ensuring they are saved and filed appropriately

Person Specification

Key experience

Essential:

- Proven digital marketing experience
- Excellent communicator
- Significant experience of copy writing to a high standard and an ability to adapt messaging for different audiences and channels
- Excellent working knowledge of social media channels including Twitter, Facebook and LinkedIn
- Experience of segmentation and using email marketing and CRM systems
- Experience of implementing and managing paid digital advertising
- Solid knowledge of Google analytics
- Up to date with the latest trends and best practice in online marketing and measurement
- Understanding of how legislation and regulatory requirements impact on marketing (GDPR)
- Experience of implementing and reporting against marketing campaigns
- Experience in using design software such as Adobe Creative Suite or Canva
- Experience in using Microsoft Office software efficiently including Outlook, Excel, Word and Powerpoint

Desirable

- Experience of marketing B2B events
- Experience of Wordpress (websites), Mailchimp (newsletters) and Civi (CRM)
- A professional knowledge of the cultural sector

Behaviours

- Self-motivated and confident
- Solutions and results focused
- Makes things happen – tenacious, persistent
- Planned and organised, maintaining excellence and integrity under pressure
- Creative with an excellent attention to detail
- Team player – flexible, inclusive and supportive of others
- Innovative, agile and adaptable
- A curious mind and the ability to keep up with current digital marketing trends and best practice

How to apply

A note regarding Contract Hours: this is a new role and as such we can offer flexibility both in terms of the number of hours worked and the way they are spread across the year. The minimum requirement is 22.5 hours a week with options to work that over 3, 4 or 5 days and scope to work flexibly across the year. For example, reduced hours during the summer holidays but increased from March to May, around our busiest events period. We are happy to discuss alternative options with the right candidate.

To apply, please send a covering letter (email) telling us why you believe you're the right fit for this role, together with your CV, to company director, Anna Preedy anna@museumsandheritage.com

Closing date: Friday 23 September 2022