

MARKETING & PR EXECUTIVE JOB DESCRIPTION

JOB TITLE:	Marketing & PR Executive
HOURS:	35 hours per week Monday – Friday 9.00am-5.00pm
LOCATION:	Institute of Hospitality, The Counting House, 14 Palmerston Road, Sutton, Surrey SM1 4QL
RESPONSIBLE TO:	Head of Marketing & PR

SUMMARY OF POST

Reporting to the IoH Head of Marketing & PR, the Marketing & PR Executive will help deliver the Institute's central and regional communications strategy. The role will support internal clients by promoting events, products and services to both member and non-member audiences developing website content and planning and delivering digital online and offline marketing and PR activity.

The Marketing & PR Executive role will include:

KEY TASKS AND RESPONSIBILITIES

- Coordinate and execute communications to the Institute's current and potential stakeholders
- Manage the Institute's PR and speeches and be pro-active in the PR for the Institute
- Produce all monthly IoH email newsletters
- Plan and deliver online marketing campaigns to promote the Institute's calendar of events, including webinars and face-to-face events at national and local level
- Support the membership team to deliver targeted campaigns to promote membership and encourage renewal, using digital marketing and collateral
- Manage the Institute's attendance at key industry events and represent the Institute in person as and when required at events across the UK
- Ensure all marketing materials adhere to IoH brand guidelines and corporate identity advising internal and external audiences on appropriate usage
- Manage content on the website and champion good practice SEO

- Work in co-operation with colleagues to help deliver the Institute's business strategy and its objectives which include promoting excellence, enhancing education and facilitating learning
- Assist the IoH social media activity across Facebook, Instagram and LinkedIn to increase followers and engagement and utilise You Tube and TikTok and other platforms as appropriate, under the direction of the Head of Marketing & PR
- With the Head of Marketing & PR prepare pre-event briefs and coordinate and post all social media activity for key evening events i.e. IoH Annual Dinner & Awards, Fellows' Dinner amongst others, attending in person or being available off-site during the events
- Monitor IoH regional social media activity and manage any concerns
- Respond to social media enquiries/requests/responses through each IoH social media platform and raise with Head of Marketing & PR as appropriate
- Provide a monthly social media report of progress and benchmarking across all platforms and other post-event and sponsors/BP/CSM analytical reports as required.
- Provide any additional ad-hoc marketing communications, social media or PR support as required by the Head of Marketing & PR
- To undertake any reasonable request outside of this job description
- Carry out all duties and responsibilities in line with the Institute's Articles of Association and Bye Laws

SKILLS AND KNOWLEDGE

- Minimum of 2 years experience of working in a Marketing & PR role;
- Ability to write and communicate clearly in an appealing and inspiring manner, appropriate for the audience(s)
- Use of digital marketing and website platforms such as Mailchimp and Wordpress
- Excellent IT skills including database interrogation and understanding of Google Analytics (G4) is required.
- Excellent written and verbal communication skills
- Experience of using Social Media for business promotion
- Experience of PR strategies
- Experience of Website administration
- Strong experience with digital and CRM campaigns;
- Willingness to travel and work irregular hours when business requires;
- Hospitality industry experience;
- Understanding of professional bodies and their role within their industry sector;

PERSON SPECIFICATION

- Excellent customer service skills.
- Highly organised with excellent attention to detail across all tasks.
- Highly motivated with an outgoing and positive attitude.
- Able to respond courteously and effectively to incoming requests from internal and external contacts at all levels, via telephone, email and in person.
- Able to remain calm and professional in any personal interaction.
- Able to manage multiple tasks to differing daily and weekly deadlines.
- Adaptable, resourceful, resilient and with a can-do attitude.
- Ability to work independently as well as part of a larger team.

EQUAL OPPORTUNITIES STATEMENT

The Institute of Hospitality is committed to equality of opportunity and welcomes applications from all sections of the community.