



JOB DESCRIPTION

Job title: Digital Marketing Officer (Website & Email)

Department: Marketing

Reporting to: Digital Marketing Manager

Liaise with: Marketing team, show promoters and internal and external stakeholders

Contract: Full time, Permanent

The Digital Marketing Officer (Website & Email) plays a key role in delivering Mayflower's digital communications and marketing activity. They will ensure our website, email campaigns and CRM system are used effectively to grow audiences, build loyalty, increase income and enhance customer experience.

Main duties and responsibilities:

- Maintain and update Mayflower's website to ensure content is accurate, engaging and accessible.
- Work with the digital team to create web and campaign content to support sales, and internal stakeholder activity
- Monitor web performance using analytics tools and make recommendations for improvements to usability, SEO and accessibility.
- Liaise with Mayflower's Web agency for technical updates and troubleshooting.
- Create and send marketing and customer service emails in line with the team's direct marketing plan, to promote events, support brand awareness, and drive sales across both venues.
- Analyse email campaign performance and provide regular reports and insights to the Digital Marketing Manager.
- Manage email automation (e.g. welcome journeys, post-show follow-ups, loyalty campaigns).
- Use audience segmentation for optimal targeting of email communications.
- Ensure work complies with UK GDPR legislation and maintain good data practices in the email platform and CRM system.
- Support the team with digital advertising including Meta and Google Ads.
- Share proofing responsibilities within the team and oversee the proofing of own materials.
- Ensure the brand is used correctly across all digital and marketing materials.
- Provide excellent customer service to both internal and external customers.
- Raise purchase orders and reconcile invoices.
- Any other reasonable duties as directed.

Signed:

Name:

Date: