

## **Marketing & Events Officer Job Description**

Salary: £22-£26K

Reports to Managing Director

- The role will be split between marketing the Studio Hire Business and the day to day running of the Event/Venue Hire Business (65:35 split respectively). Your primary objective will be to promote Park Royal Studios' (PRS) services to its target and existing clients to enhance the PRS profile within the industry.
- Working closely with the Managing Director and the Studio Manager you will be responsible for developing and implementing the marketing strategy and identifying and rolling out new business opportunities in the studio hire and event hire markets.
- You will be responsible for achieving the marketing budget that has been set by the Managing Director.
- You will work with creative agencies to develop new marketing material and continue the development of using new media technologies to promote key business areas.
- You will work with the Managing Director and Studio Manager to ensure consistent use of the PRS brand across the organisation.
- You will be the first point of contact for private hire enquiries, whether by email, telephone or in person. You will be responsible for providing private hire enquirers with hire information, date availability, quotations, hire packages, site tours, studio plans, images, technical information, and supplier information including catering, production etc.
- You will be responsible for managing the PRS website, writing new copy and ensuring existing content is accurate and up to date.
- You will be responsible for managing PRS's social media, developing a network of supporters who interact with the organisation digitally.
- You will be the co-administrator of the PRS customer database (ACT! By Sage Premium) and will manage the database keep it up to date and achieve growth and quality targets.
- You will develop relationships with preferred suppliers, negotiating on value for money and service delivery levels.
- You will lead PRS attendance at networking events and working with key organisations across the city such as Park Royal Partnerships and Londonlaunch.
- You will also provide support to the PRS bookings team when necessary.

## **Person Specification**

### **Essential**

- 2 to 3 years experience in marketing, at executive or officer level in a B2B marketing/events environment.
- Experience of managing digital communication channels including websites, newsletter and social networking media.

- A good communicator with excellent verbal and written communication skills.
- New business generation and client acquisition experience.
- A confident individual with good commercial awareness who enjoys meeting potential clients, and communicating and negotiating with them in an enthusiastic and motivated manner.
- Excellent IT Skills with specific experience of working with databases preferable (ACT! By Sage Premium) and MS Office applications.
- Experience of networking / attending networking events.

### **Desirable**

- Preferred Marketing degree or degree level qualification.
- Excellent administrative and analytical skills, ability to work confidently with budgeting and forecasting of income, ability to manage own workload, and to assist the Managing Director and Studio Manager where required.
- Proven copywriting skills. An eye for detail and good proof reading skills.

### **Approach to Work**

- A proactive individual who can identify new opportunities for Park Royal Studios and who can develop new initiatives and projects.
- Proven ability to work to tight deadlines.
- Creative and innovative thinker who is both flexible and can easily adapt to changing work requirements.
- Target driven and orientated to achieving business development and growth.

### **Relationships and Roles:**

- To demonstrate the ability to interact and cooperate with all team members.
- To foster relationships with both clients and suppliers.
- To build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to customers, collaborate with others, solve problems creatively and demonstrate high integrity.
- Maintain professional internal and external relationships that meet company core values.