

Job Title: Digital Marketing Executive

Position type: Full time

Job Description

Responsible to: Head of Marketing and PR

In collaboration with Warner Media, Linen Mill Studios have developed the world's only licensed Game of Thrones Studio Tour at their Banbridge studios where a significant proportion of the globally renowned series was filmed.

Through a superlative interactive experience, this brand new 'world class' attraction will immerse guests in the fantasy and intrigue surrounding the series. An unparalleled presentation of original sets, costumes, and artefacts, together with insights into the skills applied in creating Game of Thrones, will deliver an exceptional experience and understanding of the quality of production in what remains one of the most watched TV series of all.

Our team will play a pivotal role in ensuring that Game of Thrones Studio Tour is internationally recognised as a must see attraction, by implementing a multi-channelled marketing strategy which drives visitors and raises awareness of the Games of Thrones Studio Tour brand.

This is an outstanding opportunity to join a growing Marketing team with responsibility for delivering a creative and engaging Marketing plan which captures audiences across the world.

We welcome experienced marketing professionals with a track record of delivering high quality results against campaign objectives, and an ability to respond quickly to changing market conditions to maximise growth for the Game of Thrones Studio Tour.

Role Summary

Working alongside the Head of Marketing & PR and Campaign Marketing Manager, the Digital Marketing Executive will support the delivery of the consumer facing Marketing Strategy through targeted digital campaign activity. This includes developing, implementing and optimising campaigns across digital channels including social media, PPC and email marketing. A key element of the role will be to monitor and evaluate campaign activity, with the view to continually maximising the impact of future marketing campaigns and increasing online engagement.

This important role provides a key support to the Head of Marketing & PR in achieving the vision and corporate objectives for the organisation.

Accountabilities

- Plan and execute Game of Thrones Studio Tour digital marketing activity, providing creative ideas for a more engaging online presence.
- Develop and implement digital campaigns across social media including content planning and creation for channels such as Instagram, Twitter, Facebook, YouTube etc.
- Monitor social media platforms and engage with followers to build the Game of Thrones Studio Tour online community.
- Create and implement paid media campaigns across digital channels including PPC campaigns and social media channels.
- Create and deliver engaging email marketing campaigns, which engage subscribers and drive visitors to the Studio Tour.
- Monitor, evaluate and report on the impact of digital campaigns and make recommendations to improve future campaign performance.
- Conduct digital competitor analysis and keep abreast of market trends to identify new opportunities for online engagement.
- Work collaboratively with other members of the Marketing team to produce engaging Marketing campaigns which reflect the Game of Thrones Studio Tour brand.

Experience

Essential

- A third level qualification in a relevant Communications and Marketing discipline
- At least 3 years' relevant experience in a Digital Marketing/Communications role
- Experience utilising a range of digital marketing tools e.g. social media, PPC campaigns and email marketing platforms.
- Proven track record in delivering high quality results against campaign objectives
- Excellent communication skills
- Ability to multitask, prioritise and meet deadlines
- Strong teamwork and collaboration skills

Desirable

- Knowledge of and interest in Game of Thrones story
- Experience working in the tourism/visitor attraction sector
- Video editing and/or digital design tool experience