



Marketing Executive

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ABOUT ALEXANDRA PARK AND PALACE

Alexandra Park and Palace is a major event, heritage and cultural destination in north London. It is a rare survivor of the great Victorian age of entrepreneurship, exhibition, and spectacle and was the birthplace of BBC Television in 1936.

Today we continue to deliver those great experiences for everyone, every day of the year, at major events like the darts or music gigs, to a round of pitch and putt, a skate on the ice or participating in our Creative Learning programme. We are known for our diverse entertainment programme, our natural parkland and panoramic views of the city, receiving over 3 million visits a year.



Our team has shown great strength and agility during the coronavirus pandemic. We have been creative and resourceful. We have supported the pandemic response efforts and our local community. We have worked hard to look after the wellbeing of our staff and volunteers as well as our supply chains.

ROLE DESCRIPTION

If you've got a real passion for events, arts and culture with heaps of enthusiasm, great communication, relationship and organisational skills, this **Marketing Executive** role is the one for you.

You will play a key role in supporting the delivery of all marketing-related activations across our channels, including around the Palace, online and social, and external third parties. Alongside this, the successful candidate will assist in the execution of key brand marketing campaigns and activity, and take ownership of all delivering client marketing requirements.

You will thrive working to multiple deadlines on a variety of projects.

Salary: **£25,391** to **£26,727pa** depending on experience

This is a full time, permanent role.

HOW TO APPLY

To apply for the role of **Marketing Executive** please send your **CV** and a **cover letter** outlining how you meet the requirements of the role to recruitment@alexandrapalace.com.

Please also complete and return an [Equalities Monitoring Form](#) with your application. The information remains confidential but is essential to track progress against our EDI Action Plan and understand what more we can do to be more representative of our local and wider communities.

The closing date for applications is **9am Monday 18 October 2021**

Due to the volume of applications, we are unable to provide feedback to those not shortlisted for interview.

If you have not heard from us within 14 days of the closing date then please assume that unfortunately on this occasion your application has not been successful.

OUR COMMITMENT TO EQUALITY AND DIVERSITY

Alexandra Palace values diversity, our strength comes from combining what we have in, our shared purpose and values, with what makes each of us different. We believe that people from different backgrounds bring fresh ideas, thinking and approaches and can help us to be more effective.

We have a staff led Equality, Diversity and Inclusion (EDI) Committee, a Board level EDI champion and an action plan to improve our performance on this even further.

Alexandra Palace is committed to the fair treatment of all our staff. We are committed to giving equal access to recruitment and selection, promotion and career development, training, pay and benefits.



Alexandra Palace is proud to hold the Level 1 Disability Confident Employer Standard, demonstrating our commitment to recruiting and retaining disabled people and people with health conditions for their skills and talent, and providing opportunities to help them achieve their potential.

We will provide reasonable support to disabled applicants throughout the recruitment process. If you feel that you need any additional support or reasonable adjustments to take part in the interview process, please contact the HR team.

JOB TITLE	Marketing Executive	
DEPARTMENT:	MarComms	
RESPONSIBLE TO	Marketing Manager	
RESPONSIBLE FOR	N/A	
OVERALL JOB PURPOSE	The Marketing Executive provides support across the marcomms team to deliver campaigns across all areas of the organisation including email, social, website and on-site activity	
KEY INTERNAL RELATIONSHIPS	The post holder will need to establish and maintain effective and collaborative relationships across the organisation	
KEY DUTIES AND RESPONSIBILITIES	<ol style="list-style-type: none"> 1. Day to day management of AP website and microsites – ensuring content is correct and working with the wider team on content development. 2. Support the marcomms team to deliver engaging social media activity across all channels and areas of the organization. 3. Using the CRM system to run reports, gain customer insights and segment data and the Email Service Provider to help design and deliver email campaigns 4. Support Marcomms to deliver client event marketing including email, web, on-site and social activity. 	<p>20%</p> <p>20%</p> <p>15%</p> <p>15%</p>

	5. Provide administrative & financial support to the wider Marketing and Communications team	10%
	6. Liaise with designers, photographers, videographers and printers - from briefing through to proofing – to ensure on-brand, consistent, effective and factually correct marketing assets.	10%
	7. Support the marcomms team to deliver event day marketing ensuring that customer service teams, AP promotions, social media updates and internal liaison are managed effectively	5%
	8. Liaise with the House Management Team to manage on site owned and client assets across campaigns	5%

PERSON SPECIFICATION	ESSENTIAL	DESIRABLE
	<p>EDUCATION / QUALIFICATIONS / MEMBERSHIPS</p> <p>Educated to GCSE level with grade A-C in English, <i>or equivalent</i></p> <p>EXPERIENCE</p> <p>Previous experience within a similar marketing role</p> <p>Experience of supporting delivery for marketing campaigns</p> <p>Management of websites and social media accounts</p> <p>SKILLS / KNOWLEDGE</p> <p>An up to date working knowledge of social media channels and how best to utilise them for business; including Facebook, Twitter, Instagram and Youtube</p> <p>Excellent copy writing ability, including editing and proofing</p> <p>Ability to build and develop good working relationships across all stakeholder groups</p> <p>Highly customer focussed</p> <p>Good organisation skills with the ability to prioritise a busy workload, work under own initiative and manage multiple deadlines</p>	<p>Level 3 CIM foundation in professional marketing or studying towards</p> <p>Experience of working in a high profile venue</p> <p>Understanding of the leisure, entertainment, events and heritage sectors</p> <p>Effective analytical and numerical skills including the ability to work with statistical information</p> <p>Knowledge of business to consumer and business to business marketing</p> <p>Knowledge of print design and production</p>

	<p>A thorough understanding of marketing and communications practice and principles</p> <p>Available to work some unsocial hours including bank holidays and weekends</p>	
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DIMENSIONS

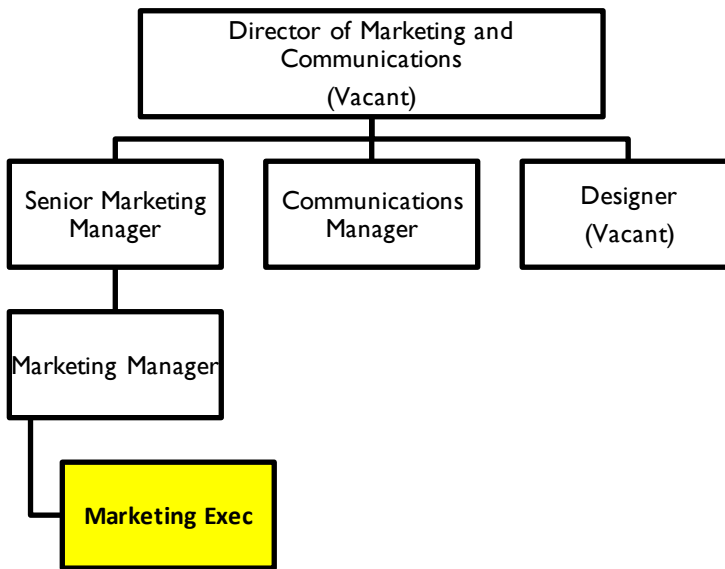
Financial responsibilities

Raising POS, updating events profit and loss statements, managing expenses and credit cards

People management responsibilities

None

STRUCTURE



GENERAL OBLIGATIONS

- i. **Health and Safety**
All employees have a legal duty to ensure the health and safety of people at work and members of the public on site in accordance with H&S legislation and AP policy.
- ii. **Equality**
Commitment to equality of opportunity in the service we provide to our customers and as an employer.
- iii. **Safeguarding**
Demonstrate commitment to safeguarding of children, young people and vulnerable adults.
- iv. **GDPR**
To handle personal data in accordance with the organisation’s data protection policy and to record all processing activities in the organisation’s data register where appropriate.

VALUES AND BEHAVIOURS

- 1. We are Collaborative
- 2. We are Bold
- 3. We are Open and Genuine
- 4. We are Passionate and Fun
- 5. We are Resourceful

The Core Competency Framework

Each competency has an overall description. It is then broken down by level into “We will” and “We won’t” indicators. This role is a level 1 (of 4) and therefore should be demonstrating behaviours at level 2.

1. We are COLLABORATIVE

“We work as one team, sharing ideas, knowledge and insight to achieve our common purpose”

	We Will	We Won't
Level 2	<ul style="list-style-type: none"> • Work with other teams to raise and solve issues • Hold regular meetings to gain team input • Be visibly available to my team • Book weekly catch ups with other teams • Think and act as one organisation • Pro-actively talk to others rather than sending emails 	<ul style="list-style-type: none"> • Encourage silos or working in isolation • Think our work is more important than that of other teams • Make decisions without consulting other teams that may be impacted

2. We are BOLD

“We are bold and we embrace change – we constantly look for new opportunities and innovative ways of doing things”

	We Will	We Won't
Level 2	<ul style="list-style-type: none"> • Try new ideas and think outside the box • Look for possibilities and opportunities everywhere – taking time to think creatively • Have faith in my ideas and find my voice • Encourage the ideas of others more often • Utilise the experience of the whole team • Strive to improve the customer experience • Encourage others to see mistakes as learning 	<ul style="list-style-type: none"> • Say “I can do better” but then do nothing • Accept something just because it is the way it's always been done • Shut down ideas without thinking about the pros and cons • Resist change because it is too challenging • Think “I can't do it” • Say “No” but not explain why

3. We are OPEN AND GENUINE

“We are inclusive and diverse - welcoming all through our doors. We are genuine - we do what we say we will and do it in a way that is in line with our values.”

	We Will	We Won't
Level 2	<ul style="list-style-type: none"> • Get to know my team members • Be human – show empathy and care for others • Thank people and make them feel good • Accept all - embrace different points of view • Confront difficult situations with openness, sensitivity, care and empathy • Pro-actively address exclusion and discrimination 	<ul style="list-style-type: none"> • Exclude people because I find them difficult or challenging • Ignore or belittle the ideas or thoughts of others • Allow our own view to prevail not taking into account differences of opinion or approach • Tolerate exclusion or discrimination • Delegate to the same people as they always say “Yes” and avoid delegating to others

4. We are PASSIONATE & FUN

“Our job is to put smiles on people’s faces, by being engaged and passionate about all that we do. We deliver our purpose with fun and enjoyment”

	We Will	We Won't
Level 2	<ul style="list-style-type: none"> • Act as a role model for others by demonstrating passion for my job and energy every day • Go the extra mile – setting an example for the team • Make time to celebrate success • Inspire, develop and build my team • Focus on delivering quality for myself and my team • Create a culture of fun so that we can all enjoy what we do 	<ul style="list-style-type: none"> • Act negatively - moaning and criticising • Forget to celebrate • Just do the minimum to get by • Accept negativity or inappropriate behaviours in our teams

5. We are RESOURCEFUL

“We use what we have creatively to get the best results possible, solving problems and overcoming difficulties”

	We Will	We Won't
Level 2	<ul style="list-style-type: none"> • Bring solutions not just problems and complaints • Take a “see it and own it” approach • Make smart use of our resources • Actively look outside for new ideas and research • Attend and encourage others to attend training and conferences and bring back new ideas • Understand what generates profit • Free up budgets to spend where most needed • Empower and coach my team to come up with their own solutions • Make use of people’s skills from outside of work as well as at work 	<ul style="list-style-type: none"> • Use resources just because we have them • Say “no” just because of lack of resource • Just go for quick wins because they are easy • Allow wastage in our work areas • Take on too much at once • Create a stressful environment for myself or those around me

JOB APPLICANT PRIVACY NOTICE

As part of any recruitment process, Alexandra Palace collects and processes personal data relating to all job applicants. Alexandra Palace is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations. For further information please see our job applicant privacy notice on our website:

<https://www.alexandrapalace.com/about-us/jobs/>