

# DIGITAL MARKETING MANAGER

**Job Title:** Digital Marketing Manager  
**Location:** Olympia Events, London, W14 8UX  
**Reports to:** Marketing and Communications Director

**Description:** Olympia Events is more than an exhibition venue, conference centre and live-event space - it's an inspiration. Against a backdrop of grand Victorian architecture, the seven connected spaces inspire engagement and enjoyment. Olympia Events is recognised in the industry for exceptional levels of customer service and support, and our numerous awards are testament to our clients' satisfaction. Beyond the walls of our venue, Olympia is on the ground, working to invest in people, strengthen our communities, and protect the environment.

Olympia Events is undergoing a period of change. In 2017, the venue was bought by a consortium led by Yoo Capital and Deutsche Finance international. Work is currently underway to transform the wider estate into a cultural hub of which Olympia Events will be the central part. Once complete, the estate will include a new theatre, music venue, two hotels, over 30 eateries, world-class office space and over two acres of public realm. More information can be found at <https://olympia.co.uk/>

Olympia Events is part of ASM Global which is the world's leading venue management company and producer of live event experiences. With over 350+ premier venues spanning worldwide, we operate and invest in the world's most important stadiums, arenas, convention centres and theatres, including entertainment districts and mixed-use developments.

**Job Purpose:** Reporting directly to the Marketing and Communications Director, this role presents a unique opportunity to support the transformational change in setting brand perception and shaping and managing the reputation and public image of the Olympia Events business.

You will be responsible for the planning, execution, and optimisation of online marketing strategies to increase brand awareness, drive traffic, and generate leads. This role requires a strong understanding of digital marketing channels, data analytics, and performance metrics, as well as the ability to manage digital campaigns across various platforms. You will aim to grow interest, following, footfall, and repeat visits through intelligent and innovative tactics and strategies across all digital channels.

Under leadership from the Director, you will manage all digital marketing activity for a business that is in transition and subsequently the ability to operate in an evolving, fast-paced, stakeholder-rich environment is essential.

## **Key responsibilities**

- Design and implement digital marketing strategies to meet Olympia Events' objectives, enhance brand presence, and improve ROI.
- Oversee and execute paid and organic campaigns across multiple channels.
- Manage the Content Executive to oversee the development of engaging content for websites, blogs, social media, and email marketing.
- Collaborate with the Marketing and Communications team to manage the social media strategy, creating content, and engaging with users to drive traffic.
- Utilise a data-driven approach to analyse metrics, set key performance indicators (KPIs), and identify trends.
- Understand and contribute to the development of Olympia Events' digital architecture for seamless integration and optimal performance.
- Act as a guardian of Olympia Events' brand and brand values, ensuring this is embedded across the business.
- Work positively and collaboratively with digital marketing colleagues across Olympia Estates Services to ensure all work and efforts are aligned to the wider destination marketing strategy.
- Ensure consistent messaging and branding across all marketing materials, digital platforms, and public-facing communications.
- Work with the Marketing and Communications Manager to review digital marketing campaigns, including content creation, email marketing, SEO, PPC, and social media initiatives.
- Develop and manage digital marketing plans, budgets and timelines to ensure efficient and effective execution of marketing and communication initiatives.
- Identify emerging issues of significance in terms of Olympia Events' reputation, keeping up to date with sector developments and translate key outputs for media use.
- Recruit, develop and manage the Content Executive, supporting and guiding where required.

## **Person specification**

### **Skills, experience and behaviours**

- Proven experience in setting and executing high-profile digital marketing strategies and campaigns.
- Proven experience in managing complex internal and external stakeholder relationships.

- Excellent written and verbal communication skills, with the ability to craft clear and compelling press releases, articles and other messaging.
- Strategic thinker with the ability to develop and execute digital marketing plans that align with business objectives.
- Ability to work under pressure and navigate fast-paced environments.
- A high level of integrity and an ability to be discrete and tactful with due respect for confidentiality.
- Highly organised and efficient with excellent attention to detail.
- Ability to analyse situations quickly and respond to those seeking advice/guidance.
- Ability to present information to a wide range of audiences.
- A self-starter with a positive, enthusiastic attitude.
- Creative mindset with strong technical ability.
- In-depth understanding of SEO, PPC, and digital architecture.
- Highly proficient in MS Office software.

#### **Sustainability Responsibilities:**

- Continuously improve your knowledge of Olympia Events' sustainability programme - the 'Grand Plan'. Complete all training provided and promote sustainability practices to meet our Grand Plan objectives
- Follow and promote all sustainable workplace policies and procedures and seek ways to make your department more sustainable by taking an active role to initiate change

Olympia Events is fully committed to ensuring the safety and wellbeing of all children, young people and adults at risk (vulnerable groups) that attend our premises. As a consequence, Olympia Events may require any successful applicant to complete a DBS Check prior to working in our business.

Olympia Events is committed to Equality, Diversity and Inclusion and expects all its people to have a positive commitment to EDI by treating others fairly and not committing any form of discrimination, victimisation or harassment and to promote positive working relationships amongst employees and stakeholders.

This Job Description is not intended to be exhaustive, the duties and responsibilities may therefore vary over according to the changing needs of the business.