

<b>Job Title:</b>	Digital Marketing Executive
<b>Department:</b>	Marketing
<b>Core Hours Required:</b>	Hybrid, 40 hours, 9.30am - 6.00pm
<b>Probationary Period:</b>	3 Months
<b>Salary Band:</b>	Level two - £32, 960 to £40,000
<b>Last Updated:</b>	December 2024

### **What makes Neg Earth different and what we can offer you?**

Founded in 1983 by Dave & Pip Ridgway, Neg Earth Lights is a family-owned lighting and rigging equipment supplier for the entertainment industry. We are based at our purpose-built state-of-the-art facilities in Park Royal, London. Every day is different and brings new and exciting challenges. We have a commitment to a sustainable future for the live events and touring industry, one that sparks real emotions and long-lasting memories whilst creating a sense of belonging for our team.

With over 40 years' experience of investing in the latest equipment, in our people, and in our relationships, we encourage ingenuity, creativity, and the exploration of new ways to collaborate.

From concept to delivery, our team takes great pride in our reputation for innovation, quality, and reliability. We seek to invest in the latest and best equipment and ensure everything, from flight cases to truss is maintained to the highest standard. We are forward thinking and flexible, making the complex, simple and the simple, exceptional. No matter the size or scale of the project we take pride in our consistency and customer focused approach.

Your training and development take centre stage; from your first day with us we will encourage and support you throughout your career. We support you and your wellbeing and ensure you have the skills and knowledge to excel in your role. Our Leadership programmes enable your managers to help you succeed and our competencies guide your development enabling you to realise your full potential. We create an inspirational environment rewarding employees for their hard work.

With us, everything is possible, and we strive to ensure every member of our team is acknowledged and can take pride in their work.

### **Is Neg Earth the right fit for you?**

We are looking for self-motivated individuals with plenty of initiative who use their ability to develop strong relationships to deliver exceptional customer service. Working proactively and collaborating with others to overcome problems and resolve issues.

Our reputation for excellence requires attention to detail and a high level of accuracy combined with a natural curiosity around what makes things work.

If you like to immerse yourself in exciting, challenging and fast paced environments and work both independently and as part of a diverse team, then Neg Earth Lights could be the place for you.

**Digital Marketing** You will be responsible for planning, creating, and executing the digital content for the company together with contributing to the development of the brand collateral and comms. to grow brand awareness, develop our online community and strengthen our brand reputation further.

**Social Media** presence will be delivered by client-orientated, expertise-driven content, which is in line with the company tone of voice and narrative. The media used will be varied and will include videos, blogs, storytelling, case studies and timeline production using creative and visual graphic design to drive engagement to our target clients, partners, and community.

**Content writing**, Creativity, analysis, graphic design skills and project management are key aspects of this role together with the skills to introduce new features for the website and assist on projects within the company.

**Events:** The coordination of internal & external events currently includes key events such as a Christmas Party and a Summer Celebration plus ad hoc staff lunches and regular evening events. A key part of the role will be coordinating personnel and teams within the company to ensure the events fulfil company expectations and drive engagement amongst our peers.

In line with recent changes to the workplace, remote working will be available based on on-site demands, please ensure you can commute to our offices, NW10 7LT.

## **Your Duties**

You will play an essential part in the company's success story by efficiently and effectively carrying out duties including:

### **Digital Marketing**

- To create engaging content that delivers our business storytelling priorities and business proposition by actively capturing our products, our people and our service. Delivered to include interviews, vox pops, graphic designed assets and videography production.
- Co-ordinate the content calendar which ensures a continued source of appropriate content and signed off by the individual stakeholders.
- Ownership and publication of social media pages including Facebook, TikTok, Twitter, Instagram, and LinkedIn.
- Updating of New News articles on company website
- To design company assets to improve client / internal communications.
- To support the internal communication strategy including the monthly newsletter with premium graphic-designed assets and mail chimp distribution.
- Provide monthly marketing stats based on insights and analysis from a variety of data sources, social media platforms, Google Analytics, with a view of building trends over time.

### **Company Events**

- Work with key personnel to maximise internal resources and proactively manage for a coordinated delivery.
- Co-ordinating an event calendar of Neg Earth Lights social events to build engagement.
- Manage the registration process.
- Work with third-party suppliers to produce creative event concept ideas.
- Onsite logistical coordination (including set up, catering, AV)

## **What are we looking for - Your Skills, Qualifications and Experience?**

### **Essential Skills Required for this Role.**

- Interest in the Live events and touring industry
- 3-4 years social media experience.
- Knowledge of graphic design to improve visual communications.
- Experience of writing copy which engages and delights the end reader.

- Videography skills, producing editing via premier pro.
- Experience using Adobe Illustrator, Photoshop, Canva, In design
- Google Analytics, reporting on Microsoft Excel, SEO, Adobe Creative Cloud (Illustrator & Photoshop), Mail chimp, and social media platforms.
- Good working knowledge of a Mac laptop, WordPress, basic HTML is essential.

**Desirable**

- Marketing related degree or qualification
- Experience in the Live events and touring industry.
- Experience in planning events
- Knowledge of the live events industry, lighting and rigging equipment.
- Full knowledge of HTML coding