



MARKETING EXECUTIVE

WTTC is looking to recruit a **Marketing Executive** to assist the Marketing team with a focus on day-to-day marketing, events administration and general team support.

Job Title:	Marketing Executive
Department:	Marketing
Reports To:	VP Marketing
RESPONSIBILITIES	
Events Marketing	<ul style="list-style-type: none"> • Assist with creating email invitations and administering the registration process for all WTTC events using Cvent and Salesforce • Help with event badging process, both off and on-site when required – this includes managing onsite collateral (badges, lanyards, registration desks etc.) • Assist with pre-and post-event analysis to business stakeholders covering registration numbers, attendance and other online and onsite aspects
Marketing Administration	<ul style="list-style-type: none"> • Assist with day-to-day content management and updating of both website and apps • Maintain and update WTTC video content on the website and on YouTube • Provide assistance with email marketing – creating and sending email campaigns • Understand and assist with content creation for social media (Twitter, LinkedIn, Facebook and Instagram) • Administer and maintain Salesforce CRM data
Marketing Team Support	<ul style="list-style-type: none"> • Provide support to the Marketing team when needed • Manage team schedules and meetings requirements • Assist with any other administrative tasks for the VP Marketing
SKILLS/KNOWLEDGE	
The ideal candidate will have:	<ul style="list-style-type: none"> • 1-2 years of marketing experience in a commercial environment, previous experience working in the Travel & Tourism sector is advantageous • Tertiary qualified in Marketing and/or Tourism • Fluency in English, both written and verbal • The ability to manage multiple schedules simultaneously, working under high pressure and tight deadlines • A keen eye for detail, grammar and quality • Strong interpersonal, communication and presentation skills

Candidates must have the right to work in the United Kingdom. Please note that this role is London based but will require some travel. The successful candidate must be available to travel abroad for our annual event on 18-25 April 2020.