



Role: Marketing & Events Executive

Department: Brand & Marketing

Location: Folkestone, Kent

Salary: Up to £16,500 DOE

Below is a description of the skills and responsibilities required of you during your time at Sleeping Giant Media. Any future amendments to this document will be given to you for confirmation prior to any changes to the job role taking place.

Role Vision:

This is a great new opportunity for a level headed communicator. Be part of the dynamic Brand and Marketing team at Sleeping Giant Media, and help be a part of our ambitious growth plans. Your role will support the Brand and Marketing team in showcasing and highlighting the Sleeping Giant Media brand across multiple channels and disciplines. This is a great opportunity to learn new skills and knowledge that will produce a great all-rounder in the marketing and digital world.

Being an integral part of our events, from networking events to Giant Campus training courses. Great customer service and the ability to communicate is key.

You should demonstrate strong organisational skills (essential) with experience in digital marketing/event planning or social media, all desirable, although not essential.

Be individual, have opinions, try new things, learn from others, be the best you possibly can. If this sounds like you, welcome to the team!

Essential to this is to embody our company values of CAPES. You must demonstrate the ability to be an outstanding communicator, fully accountable, wholly positive, effective in your role, and self-aware; for further details, please see the document "Culture and Capes".

Essential Skills:

These skills are essential to the effective performance of the role. If an employee does not have these skills, they will no longer be considered suitable for the position and may be subject to performance management, a disciplinary process, or other action.

- Full embodiment of Sleeping Giant Media's CAPES. You must demonstrate the ability to be an outstanding communicator, fully accountable, wholly positive, effective in your role, and self-aware; for further details, please see the document "Culture and Capes".
- Creative thinking and problem solving
- Excellent internal and external communication skills, appropriate for the audience
- Ability to manage diaries and calendars effectively
- Knowledge and experience of social media platforms
- Ability to work within a brand guidelines
- Excellent attention to detail
- Excellent prioritisation, time and workload management skills

- Excellent written and spoken English (equivalent to the standard of B grade or higher English Language GCSE)

Desired Skills:

These skills are desirable. If the employee does not have these skills, they must show willingness and capacity to learn them. If an employee does not or cannot learn these skills, they will no longer be considered suitable for the position and may be subject to performance management, a disciplinary process, or other action.

- Excellent, up to date knowledge Digital Marketing techniques (evidenced)
- Experience of being part of an event team
- Excellent, up to date knowledge of Social Media platforms, both user-facing and technical skills
- Good maths skills (equivalent to a standard of C grade or higher Maths GCSE)
- Ability to produce print-ready files
- Proofreading skills
- Excellent command of G Suite applications
- Excellent command of Apple software

Key Responsibilities:

These responsibilities will form the basis of the role. The employee should expect to perform these responsibilities on a regular basis. If an employee does not or cannot perform these responsibilities, they will no longer be considered suitable for the position and may be subject to performance management, a disciplinary process, or other action.

- The day-to-day management of social media for the Giant brands, including engagement, monitoring and reporting.
- Giant Campus administration tasks such as; bookings, logistics, bespoke planning, pitch collation, travel arrangements etc.
- Giant Campus training resource administration.
- Supplier research and communications.
- Assisting in the upkeep of the premises, Internal office branding.
- Internal communication and engagement.
- Content generation in collaboration with Creative Executive.

The objectives of this role are to:

- Support in day to day marketing activity as part of the wider BaM team allowing the team to focus on a wider range of activity, resulting in increased activity and inbounds.
- Deliver improvements to our engagement and social media activity as per the strategy, resulting in audience growth and greater reach.
- Provide an awesome customer touchpoint and experience for Giant Campus enquires and events resulting in increased customer loyalty and feedback.

Additional Responsibilities:

These responsibilities are added to the key responsibilities outlined above. They may not be required on as regular a basis as those above. If an employee does not or cannot perform these responsibilities, they will no longer be considered suitable for the position and may be subject to performance management, a disciplinary process, or other action.

- Participation in the wider team
- Supporting at SGM events
- Administration tasks as required
- Any other task as deemed reasonable by your line manager

Office Role:

The role is based at the Civic Centre Folkestone. It is a requirement of the role that you are based in the office 5 days a week. There is flexibility with regards to working remotely and flexible working as per the organisation flexible working request policy. You will be provided with the best equipment at our disposal in order to complete the tasks at hand. There may be an element of heavy lifting involved when setting up filming.

Team responsibility:

As part of the wider team, you will have a responsibility to pick up the work of other team members in their planned absence. We operate a team mentality, so although you have a specific role within the team, all roles should be learnt and cross working is encouraged.