

Job Description

Job title: Digital Marketing Executive - Web

Reporting to: Digital Marketing Manager

The Company

Reed Exhibitions (RX) is in the business of building businesses for individuals, communities, and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com

RELX is a global provider of information-based analytics and decision tools for professional and business customers. The Group serves customers in more than 180 countries and has offices in about 40 countries. It employs over 33,000 people, of whom almost half are in North America. Mack Brooks has been acquired by RX in early 2019 and is going through an exciting integration phase. We are changing and implementing new practices, processes, and systems. We value our staff and are introducing new development programs. Our office is vibrant, multi-cultural and fun. We love organising shows!

Situated in the heart of St Albans City Centre, opposite St Albans Abbey in a beautiful grade II listed building, Mack Brooks Exhibitions is a leading international exhibition / trade fair organiser of business to business events. Established in 1965, the company is part of RX.

The Position

We have an exciting opportunity for an enthusiastic and flexible **Digital Marketing Executive - Web** to join our PR & Marketing team on a permanent basis. In this role, you will be mainly working on implementing, updating and maintaining our event websites

What you will be doing

- Implement multilingual websites for a B2B audience with a content management system
- Create and upload content to the organisation's many websites
- Assist with testing and applying new website components
- Respond to and troubleshoot all website issues from internal stakeholders
- Assist with the technical integration of digital event platforms
- Assist with the organisation's domain administration
- Liaise with stakeholders (designers, in-house departments, global tech teams)
- Keep up to date with current digital trends
- What your skillset should be

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- Experience with enterprise content management systems, preferably Adobe Experience Manager (AEM)
- Strong IT skills and an affinity for technology
- Analytical mindset
- Strong problem-solving skills
- Excellent communication and interpersonal skills
- Organised, attention to detail and ability to be self-directed
- Capacity to prioritise and work across multiple projects
- Fluent in English (verbal + written) plus one of the following languages as a distinct advantage: German, French or Italian

What we are looking for in you as a professional

- You have some experience with implementing and updating B2B websites, ideally on more complex enterprise CMS like AEM
- You are a motivated and flexible team player with a keen interest in the web aspect of digital marketing
- You are no stranger to the more technical side of digital marketing
- You are a quick learner especially when it comes to using new systems
- You are adaptable and used to change and identifying the opportunities it can bring
- You are a good communicator

We provide

- Excellent working hours (35 h/week: Monday - Thursday 8.30 am to 4.45 pm incl. 1 hr lunch, 8.30 am to 4 pm on Fridays incl. 1.5 hr lunch)
- Currently remote working with the prospect of a hybrid working model
- 25 days of annual leave (plus Christmas closure days in addition to the holiday entitlement)
- Pension
- Life Insurance
- Private medical cover
- Season Ticket Loan
- Gym discount

If you would like to apply for this position, please click the link below:

<https://jobs.rxglobal.com/job/digital-marketing-executive-web>