



Sherlock: The Official Live Game Marketing Executive Job Description

Job Title:	Marketing Executive
Reports to:	Sales and Marketing Lead (SML)
Based:	London
Hours:	Monday – Friday, 10am – 6pm
Job purpose:	<p>Working closely with the Sales and Marketing Lead to deliver key B2C revenue KPI's, maximise sale and marketing opportunities and initiatives, and to drive awareness of the Sherlock experience.</p> <p>Heavily focused on driving tickets sales and spend per head, this role is customer centric, with the aim of maximising all commercial potential through the Direct To Consumer market, trade partnerships, large group bookings, experiential events and corporate hire, whilst enhancing the customer experience.</p>

Based in the heart of West London, *Sherlock: The Official Live Game* is a live gaming adventure and collaboration between the makers of the hit TV series and escape experience pioneers. Combining the best of escape rooms and immersive experiences, we're the first official Sherlock escape room.

We are looking for a passionate individual to work closely with the Sales and Marketing Lead (SML), proactively generating revenue and driving awareness of the experience. This role will support in the planning and delivery of activity across the entire marketing mix, including but not limited to: social media (paid and organic), community management, website management, SEO, content creation, brand development, partnership marketing, eCRM, and PR.

The role will also actively build relationships across the venue and any third-party suppliers in terms of, but not limited to, OTAs, trade specialists, ticketing partners and any other opportunities as they arise.

With at least 1-2 years' experience of working within a venue/attraction marketing environment, you will have a proven track record of driving brand awareness and B2C sales and demonstrate essential excellent oral and written communication skills. A familiarity with ticketing, eCRM, CMS, and social platforms is desirable.

We welcome applications from everyone.

Duties, included but not limited to:

- Support in the planning and delivery of all elements of the marketing mix, including but not limited to: social media (paid and organic), community management, website management, SEO, content creation, brand development, partnership marketing, eCRM, and PR



- Work with SML and Operations Team to highlight key periods for The Official Live Game to promote seasonal products and offers, taking a data driven approach to delivering objectives
- Build and deliver paid social media campaigns, including tracking and reporting on CPA
- Build and send emails to our database with relevant promotions and opportunities
- Ensure pre-event comms are up-to-date and relevant
- Produce relevant online and printed collateral
- Support the development of strong relationships with existing trade partners, and drive increased marketing opportunities and sales through third parties
- Monitor third party sales and add bookings to ticketing platform when required
- Monitor the Customer Service inbox when required
- Undertake competitor analysis to ensure pricing and product is in line with market expectations
- Ensure ticketing provider communications are up-to-date and relevant
- Ensure that all third-party listings are engaging, up to date and relevant
- Feed into weekly, monthly and annual sales reports
- Support in the development and maintenance of The Official Live Game brand
- Work with the SML and General Manager to identify all commercial opportunities in the venue
- Help deliver new merchandise ranges to the venue for cross and up sell opportunities
- Support the team during VIP and special event evenings
- Ensure in-venue marketing materials are up to date and relevant
- Any other reasonable tasks as requested by managers

Competencies and Person Specifications:

Essential:

- An agile, quick thinker who can work out solutions to problems, and adhere to tight timelines without impacting experience for the end consumer
- Proven track record of driving B2C sales
- Experience in coordinating and delivering a commercially focused marketing strategy, working to KPI's
- Excellent communication across all levels of business
- Able to adapt and adopt most effective communication style and method based on target audience
- Experience in building and delivering paid social media campaigns, (including tracking)
- Familiarity with digital communications channels, and understanding of different audiences and offers
- Excellent analytical skills and an ability to identify key sales periods
- Keen to work in a small team, and get stuck in, regardless of the task. We are a small team, and need people to work outside their remits from time to time



- Excellent oral and written communications skills
- Proactive, personable and enthusiastic
- Excellent attention to detail
- Work closely with a diverse set of senior stakeholders and departments

Desirable skills and experience:

- Experience of working within marketing (and an idea of the importance of sales)
- Experience of working with third party partners
- Experience of working with ticket agencies
- Experience of working with social, eCRM and CMS platforms
- Experience of using Microsoft/Google applications

In return for your work as an amazing Marketing Executive, we offer:

- Competitive salary
- Full induction and ongoing training
- Heavily discounted tickets to the experience for your friends and family
- 40% discount on food & drinks at our bar
- The chance to work in one of the city's coolest venues with an amazing team