



Historic Royal Palaces is the independent charity that looks after the Tower of London, Hampton Court Palace, the Banqueting House, Kensington Palace and Kew Palace. We help everyone explore the story of how monarchs and people have shaped society, in some of the greatest palaces ever built.

We receive no funding from the Government or the Crown, so we depend on the support of our visitors, members, donors, volunteers and sponsors.

Job profile

Name	TBC
Job title	Digital Marketing and Performance Executive
Post	Temporary FTC – 6 months
Location	Tower of London with regular travel to other palaces as required
Responsible to	Digital Marketing Manager and Web Performance Manager
Responsible for	No direct reports Regular liaison with internal and external stakeholders
Key budgetary responsibilities	Post does not manage budget however is responsible for ongoing online invoicing and budget maintenance
Date	07.11.18



Job title	Digital Marketing and Performance Executive
Purpose of this job	<p>Digital Marketing; Web and Campaign Analytics</p> <p>Following the launch of a new website in 2017, we are focusing on refining customer journeys across the Historic Royal Palaces' website through continual analysis and improvement. This role will assist with reporting, analysis and improvement planning for customer journeys.</p> <p>You will also support the Digital Marketing Manager and Marketing Managers to develop, implement and analyse digital marketing campaigns to help drive visitors and revenue and improve marketing performance.</p>
Main customers to this job	<ul style="list-style-type: none"> • Digital Marketing Manager • Web Performance Manager • Marketing Managers • Head of Marketing, Brand and Web • Other departments and stakeholders across HRP • Web visitors and audiences • External media planning and buying agency • Website agency
Key areas of responsibility	<p>Digital Marketing</p> <ol style="list-style-type: none"> 1. Provide support in developing, implementing, managing and analysing digital marketing activity across a range of channels including Paid Search, Paid Social, Content, Display, Video and Others, for both day visitors and Functions and Events visitors. This includes managing creative production, reviewing media plans and coordinating implementation, as needed. 2. Co-ordinate the Functions and Events Paid Search, Display and Paid Search activity. This includes monitoring performance, advising on budgets, reviewing creatives and monitoring KPIs and acquisition costs. 3. Work with the Digital Media team and Functions and Events Social team to help better align and integrate our organic and paid social activity. 4. Liaise with colleagues across Marketing and Digital Media to ensure marketing campaigns are integrated across channels, including offline and social media. 5. Identify new trends and developments in digital marketing 6. Collate and report back on digital campaign performance across all relevant channels to help monitor performance and inform future activity.



	<p>7. Act as a brand guardian in terms of look and feel of digital communications</p> <p>Web and campaign performance</p> <p>8. Co-ordinate work on Google Tag Manager, creating and publishing tags as appropriate for campaigns and website activity.</p> <p>9. Support the Web Performance Manager in the use of Google Analytics and related tools for monitoring/creating goals, analysing campaign and channel performance, funnels etc. as well as creating dashboards and providing regular reports.</p> <p>10. Assist with the planning and setting up of CRO projects using Visual Website Optimiser, Google Analytics and Google Tag Manager.</p> <p>11. Assist with management of Google My Business posts.</p> <p>12. Provide general admin support to the Digital Marketing Manager and Web Performance Manager, including managing invoice processing and updating online budget reports</p> <p>13. Monitor the website email inbox in partnership with the Website Content Executive, actioning incoming requests as appropriate.</p>
<p>Core Qualities and Behaviours (HRP's Performance Framework)</p>	<p>In addition to your main areas of responsibility, we have identified the core qualities and behaviours that are required from all our people for successful delivery of our Cause and Strategy. These qualities/behaviours are summarised below. Further details can be found in Historic Royal Palaces Performance Framework. Your role is primarily at level number 1 of the Performance Framework.</p> <ol style="list-style-type: none"> 1. Ensure every customer (internal and external) feels delighted with their contact with Historic Royal Palaces and the quality of the personal service/experience they receive. (Delighting the Customer) 2. Manage yourself and others effectively through planning, organising and anticipating problems ahead. (Planning for Success) 3. Deliver work on time and to the high standards required, by taking ownership for outcomes, demonstrating pride in their achievement. (Owning the Issue, Getting it Done) 4. Explore and try fresh, novel ways of doing things that are in keeping with Historic Royal Palaces' Cause and add real value to the Organisation. (Having the courage to try new things) 5. Continually develop expertise in key areas of your role, to



	<p>ensure delivery of high quality work. (Developing our Expertise)</p> <p>6. Develop and maintain an in-depth understanding of the organisation, so that all your actions help achieve the best outcomes for HRP. (Knowing our Organisation)</p> <p>7. Work collaboratively with colleagues across functional and geographical boundaries to ensure the success of HRP. (One Team – One HRP)</p> <p>8. Support and guide your colleagues so they feel valued and inspired to succeed in their work (Supporting others to Succeed)</p>
Other rules/standards	In addition to Key Areas of Responsibility and Core Qualities and Behaviours above, you are also required to have read, understood and comply with the rules/standards contained in HRP's Code of Conduct. These include rules/standards of Health and Safety. The Code of Conduct can be found in your Staff Handbook

