



LMF
LONDON MARKET FORUMS

JOB DESCRIPTION

Digital Marketing & Media Manager Manager

Essential Skills



Organisation/Accuracy/Self Driven/Ability to multi-task



Business English/Writing



Social Media & Digital Marketing including use of tools such as LinkedIn, Canva, Photoshop/ Photopea

Place & Hours



Primary: The Leadenhall Building, London
Secondary: Home
Typically Mon (Home) Tues-Fri (Office)



37.5 Hours Per Week (Mon-Fri)
9.30am - 6pm - with 1 hour for lunch - Sometimes you'd be required to work longer or different hours, according to our event programme. Flexibility is key to this position

Education



Senior grades in English and Maths from Secondary/High School
A degree of 2.1 or above is preferable in marketing, design or business but in no way essential - we support apprenticeships and on the job learning

Holiday



20 Days Per Annum, plus Public Bank Holidays. Rising by 1 day for every full calendar year worked

Summary

The role of Digital Marketing & Media Manager is a Full Time position within LMF, with a number of growing responsibilities. The primary task will be to manage, schedule, and coordinate our digital marketing activities across numerous platforms and channels, including social media, websites and through targeted campaigns. The successful candidate will also support our business development activities in increasing our digital footprint, attracting new and interesting firms to be part of LMF and increasing our Practitioner following and membership.

The job holder will work closely with our Managing Director and the team in preparing for and promoting our extensive event portfolio, as well as assisting in the promotion of our publications. The role will involve using tools to produce powerful graphics for use across our channels. You would also need to be willing to attend events, capture images and maximise exposure across social media, as well as produce post event content.

This role provides an amazing opportunity to be at the centre of the London Insurance Market, meeting companies and professionals from London and across the globe. LMF is professional hub, at the centre of the insurance market, with a passion for learning, networking and collaboration.

Key Responsibilities

Digital Marketing & Media Manager



- Develop and implement digital marketing campaigns across various platforms such as social media (LinkedIn, Twitter, Insta), email, and web, including responsibility for database management
- Create and maintain a social media content calendar to ensure consistent and timely posting
- Monitor and evaluate social media metrics to measure the success of campaigns and make data-driven decisions
- Create engaging graphics and videos for use across various platforms
- Manage the company's websites, using our CMS, ensuring they are up-to-date and optimised for search engines
- Produce and edit blog posts, newsletters, and other content as required
- Support the business development activities of the business to increase brand awareness and generate leads

Requirements



- 3-5 years plus experience in digital marketing and media promotion
- Strong knowledge of social media platforms, email marketing, and content marketing, including knowledge
- Experience in basic level graphic design, including proficiency in Canva/Photoshop/Photopea and video building tools
- Excellent communication skills, both written and verbal
- Ability to manage multiple projects and priorities in a fast-paced environment
- Strong attention to detail and ability to work independently
- Experience working in the City of London, events industry or a community /membership association would be an advantage

Remuneration & Benefits



The position will provide a salary commensurate with the age and experience of the applicant. In addition, a optional pension will be offered, with a contribution made by the company and opportunity to make tax free contributions by the employee. As the business grows and develops, there is the opportunity to grow and benefit accordingly.