



We are Global

We're proud to be one of the world's leading media and entertainment groups. Whether it be on-air, via global player or through our outdoor advertising, we entertain and reach over 50 million individuals across the UK every week.

Across our entire business, we're committed to making more moments that matter for our audiences, customers and for each other. And every moment matters...the small, the big and everything in between. We couldn't do any of it without our talented, passionate Globalers. Everything we do is driven by our culture and the talented people who make it happen.

Here at Global, we have a saying...it's all about how you make people feel. It's our company ethos, our guiding belief and it's so much more than words. It's the vibe you get when you walk into one of our offices, it's what keeps us honest and true to who we are, and above all, it's the reason we all love to work here.

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Job Description

Marketing Campaigns Executive (Interactive Services)

Reporting of the Role

This role reports to Interactive Services Manager

Overview of job

Global's Interactive Services Team is part of the entrepreneurial Enterprise division of Global, driving incremental revenue, customer data and deepening listener engagement

through premium rate and other paid-for and non-paid-for mechanics across a number of different channels, such as Heart's £30k Triple Play and The UK's biggest radio prize competitions, Heart's Make Me A Millionaire.

Our job is to make sure that listeners engaging with our on-air, online and mobile content have a great experience and keep coming back. Whether that's texting into the studio, entering a competition or engaging with our mobile database.

We are looking for an enthusiastic, creative and detail-orientated Executive to join the team on a full-time basis. Working across all of Global's brands (with a focus on Heart and Global's Make Some Noise), you will be driving the day-to-day operations of our highly successful Interactive Services and Premium Rate competitions on-air and online, while helping to grow this revenue stream and ensuring our customers have the best possible experience!

3 best things about the job

- Working for the UK's largest commercial Media & Entertainment group.
- Seeing the results of your creative and analytical efforts and how you can make a real difference to the performance of the team
- Every day is different – learning new skills and pushing yourself to do the best work of you career!

Measures of success –

In the first few months, you would have

- Got your head around the dynamics of the industry, regulation and systems we use to deliver Interactive Services at Global

- Developed an understanding of our audiences; how they engage with us and how we deliver the services they want and love
- Fed into forthcoming campaigns to make sure they are as good as they can be, delivering 'best-in-class' entertainment and engagement

Responsibilities of the role

- Reporting to the Interactive Services Manager, you will be responsible for ensuring all our interactive services campaigns are set up, tested and performing as expected.
- Be part of a team that delivers market leading interactive services and support Global's programming and other teams to deliver key messaging
- Providing the day-to-day operations and post-campaign services for our interactive services, with a focus on our online competitions platform Win+, ensuring the correct implementation and delivery of all campaigns across all channels.
- Creating eye-catching and engaging creative solutions which capture the imagination of our audiences and engage them into our services.
- Sourcing images and using photoshop and other design tools to make creative and eye-catching designs to engage our customers.
- Spotting trends, issues and opportunities, ensuring the team can capitalize on any opportunities and resolve any issues quickly and efficiently.
- Setting up, testing and monitoring all campaigns, ensuring they are fully optimized, compliant and ready for launch.

- Ensuring all relevant and necessary compliance processes are adhered to and monitoring output appropriately to ensure Global maintains a 'Best Practice' compliance record.
- Reporting on Interactive Services campaigns, feeding back results to key stakeholders quickly so that any necessary adjustments or augmentations can be made to live campaigns.
- Being on-hand for all customer queries and liaising with Global's Customer Support Team to ensure they have enough knowledge and are able to respond to customer queries appropriately.
- Working closely with the Interactive Services team and other key stakeholders to conceive, develop and launch new, innovative Interactive Services across multiple channels.
- Providing technical troubleshooting to internal stakeholders and liaising with suppliers to resolve any campaign or usability issues.
- Feeding into the development roadmap of the relevant technical systems and solutions, ensuring Global has a first-in-class solution.
- Working and liaising with our relevant technology suppliers on all technical issues, services and updates.

What you will need

- Excellent attention to detail is a must
- Excellent organisational skills, being able to spin multiple plates at the same time
- Passionate about operational processes and customer service

- An enthusiastic and creative zest, being able to think on your feet and come up with ideas which will really capture our audiences' attention.
- 18 months+ experience in a marketing or operations role
- Ability to work in a very fast-paced and dynamic environment
- A good head for technology and technical systems and understanding what is needed to improve them
- An understanding of consumer trends, and what engages different audiences
- Excellent problem-solving and trouble-shooting skills
- Good knowledge of Microsoft Excel and other Microsoft Office programmes
- Good knowledge of Photoshop/ Design skills
- Be comfortable talking to stakeholders at all levels of the business, negotiating with external partners and collaborating closely with administrative contacts
- A 'customer first' attitude
- A fast learner with desire to acquire new information
- An incredible work ethic and happy to roll up your sleeves and get into the detail

And if you tick these boxes, even better...

- An instinct for what makes great radio and what engages audiences

- Resilient and able to shine in a high-expectation, performance-based, fast-paced business
- The ability to work within a team and as an individual to deliver results
- A creative problem solver

Everyone is welcome at Global

Just like our media and entertainment platforms are for everyone, so are our workplaces. We know that we can't possibly serve our diverse audiences without first nurturing and celebrating it in our people and that's why we work hard to create an inclusive culture for everyone. We believe that different will set us apart, so no matter what you look like, where you come from or what your favourite radio station is, we want to hear from you.

Although we cannot make guarantees, we welcome conversations about flexible working for all roles at Global

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