

About BODY WORLDS London: LONDON'S NEWEST TOP ATTRACTION!

Guests can discover the beauty beneath their skin at BODY WORLDS London, the original display of real human bodies now in its permanent and flagship home at the iconic London Pavilion, 1 Piccadilly Circus.

A unique fusion of science, art and health education. Guests immerse themselves and discover a wide-range of insights into the body and mind, showing what effect our lifestyle choices have on our health. It's fun, provocative, educational and endlessly fascinating.

Over 47 million visitors globally have been amazed by Dr Gunther von Hagens' renowned exhibitions, sparking curiosity and awe around the world. More than 200 anatomical specimens, spread over 6 galleries on 3 floors and over 20,000 sq ft, will reveal the beauty that lies underneath our skin.

Guests should expect a unique, exciting and interactive journey through the human body, described by many as "mind-blowing" "unforgettable" even "life-changing".

TripAdvisor recently awarded BODY WORLDS London with their 2019 Travellers' Choice Award: 'Top 10 London attraction'. In addition awarded top innovation in tourism at the prestigious Group Travel Awards.

Content & Event Manager (Digital and Programming)

Reports to: General Manager and Marketing Director, day-to-day work is defined and carried out under the supervision and direction of the Marketing Director.

Preferred start: As soon as possible

Scope of Role:

- Contributes to (co-)developing our digital marketing strategy and programming activities for different interest groups in our venue. You know what is hot and what's not.
- Is responsible for day-to-day engaging content writing, editing, curating and managing all digital media channels, our resellers, blogs, direct marketing pieces, brochures, dossiers, newsletters and more.
- Responsible for the database building via the website and other channels.
- Manages, updates, analyses and optimises all digital channels of the brand, including managing the online community. You know your stats.
- Work alongside/in close conjunction with our marketing agency for search engine marketing – optimisation and advertisement – to increase traffic to the website and social media channels. Keyword analysis, AdWords, analytics, retargeting, banners, etc. Monitors analytics across all platforms, optimise all SEO/ SEM and PPC activity. Optimise e-commerce conversion for ticket sales and newsletter subscribers.
- Is responsible for planning, setting up and managing special visitor events and all photography and filming opportunities; from concept, delivery, to aftersales. You know

what hospitality is and you love to interact with people. You communicate across all departments, front and back of house, and external suppliers and partners.

- Bridges offline and online communication and activities

Experience Specification

- Talented graduate of digital & content marketing discipline or similar
- Have a good feel for our brand and mission
- Strong command of grammar/excellent writing skills with a passion for creative writing and editing
- Experienced in a range of social media activities, following all trends and developments within the field of digital media, online marketing, social media, influencer marketing, SEM, the newest tools and rules, and always being ahead of the curve.
- Track record of managing SEO, SEM and PPC activity and analytics monitoring across all platforms
- Have an excellent track record of devising and implementing digital marketing campaigns to improve digital footprint and lead generation
- Strong experience of email marketing
- Perfect understanding of user journey/ UX
- Ability to gather, analyse, optimise and report different data
- Ability to think creatively and innovatively with professional judgement and discretion
- Quick learner, intellectually sharp
- An entrepreneurial attitude in managing activities and projects

Person Specification

- You own it. Able to work independently or as part of a team
- Excellent organisation skills, detail oriented, self-starter who can show initiative
- Dynamic, creative and shows no fear to try something new
- Proven ability to work on multiple projects simultaneously and multi-task as necessary to meet deadlines.
- Able to work in an environment with changing priorities and courses
- You have a hands-on and can-do mentality and have strong/demonstrable communication/presentation skills
- Openminded, transparent and can handle feedback
- This is not a 9-5 Monday to Friday environment- flexibility a must