

ABOUT US

Do you want to work in the biggest indoor city in London? Designed to empower and entertain kids, KidZania gives children the chance to challenge themselves and explore the world of opportunities. The concept effectively gives kids their first taste of independence and gets them thinking what they might want to be in the future.

THE ROLE

The Digital Marketing Manager will lead the strategy, definition, delivery and measurement of all KidZania digital comms. Always thinking digital-first, this role will help to develop and deliver the customer-first engagement strategy across our owned marketing channels. This role will benefit from leveraging CRM insights, marketing technologies and best practice expertise. Working closely with the Head of Marketing, this role requires a broad skill set and the right candidate will be strategic, creative, enjoy problem solving and always want to push boundaries.

- Create and implement the Digital and CRM Strategy for KidZania London.
- Develop effective acquisition, engagement and retention strategies.
- Develop a key segmentation through the CRM system.
- Analysis all customer sales data to establish the lifetime customer value and increase repetition.
- Work with the marketing team to develop a clear content plan to drive customer engagement and sales.
- Develop tactics to build the KidZania database.
- Plan, design, build, test and report on email campaigns using third party platform for all sales channels.
- Constantly analyse results, to build and distribute weekly and quarterly reports on email campaigns and CRM initiatives.
- Own the email content plan in line with marketing calendar to ensure re-engagement, acquisition, retention with key customer segments.
- Own the referral strategy and content via online platforms
- Drive loyalty and referral programs through the KidZania London Annual Pass and BKidZanian Programmes, acquisition and retention campaigns and ongoing reporting.
- Upkeep of all the customer databases in line with GDPR best practices.
- Ensure smooth data flow between all platforms and touchpoints.
- Manage the KidZania.co.uk website and all digital platforms
- Work closely with the HOM and marketing team on all digital marketing touch points

ABOUT YOU

- Commercially minded, marketing comms experience with data management
- 4+ years experience in a similar role in a commercial marketing environment
- Proactive and organised with the ability to work as part of a team as well as drive individual projects
- Inquisitive analytical approach that enjoys testing and analysing activities and campaigns i.e. remarketing, lead generation, split tests, etc.
- Competent in email marketing best practice and reporting
- Confident with using Microsoft Dynamics and Sales Force
- Experience across of all digital marketing channels and platforms
- Experience in Google Analytics and GA 360
- Proficient in Microsoft applications

We are recruiting for a full-time position on a permanent contract.

In return we are offering the following:

- Competitive annual salary £35-38k depending on experience
- Fun & inspiring place to work
- Training & Development opportunities
- Career Progression

We also offer the following fantastic benefits:

- Free and Discounted KidZania Tickets
- Various Westfield Discounts
- 25% Discount in our retail shop and KidZania Birthday Parties
- 40% off on-site food & beverage outlets
- Convenient on-site parking
- Development opportunities
- Various training courses

APPLY TODAY!

If you believe you are our ideal candidate and excited about the prospect of joining our amazing team then apply today.

For any questions regarding the vacancy, please do not hesitate to contact the Human Resources Team at careers@kidzania.co.uk.



London

THINGS TO NOTE:

Recruitment Agencies: We are not currently working with any recruitment agencies. As such, we do not accept any speculative CV's and/or Candidate Profiles and are, therefore, unable to consider these.

Location: We are based in Westfield London, Shepherds Bush W12

Right to work: You must personally hold the right to work in the UK – We are unable to support with Visa applications at this time.



KidZania
London

Get Ready for a Better World!.

www.KidZania.co.uk