

About BODY WORLDS London:

Discover the beauty beneath your 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.

Immerse yourself 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, reveals the beauty that lies underneath our skin.

Expect a unique, exciting and interactive journey through the body, described by many as 'emotional', 'extraordinary' and even 'life-changing', visit BODY WORLDS London to learn what it means to be human!

Content Manager (Digital and Programming)

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

Preferred start: As soon as possible

Fantastic opportunity for a 'digital native' with great organisation skills who has broad digital experience and a strong track record of content creation.

Scope of Role:

- Contributes to (co-)developing our digital marketing strategy and programming activities for different interest groups in our venue
- Is responsible for day-to-day engaging content writing, editing and curating, including copy for our digital media channels, our resellers, blogs, direct marketing pieces, brochures, dossiers, newsletters and more
- Manages, updates, analyses and optimises all digital channels of the brand, including managing the online community
- Monitors analytics across all platforms, optimise all SEO/ SEM and PPC activity
- Is responsible for planning, setting up and managing special visitor events; from concept to aftersales.
- Bridges offline and online communication and activities

The successful applicant will be responsible for writing and publishing original and engaging content; sourcing and editing content from others; helping source images from external sources including image libraries and photographers; managing and contributing to projects from brochures and direct marketing pieces to content for our digital channels. You will produce and handle all direct mailings. This includes database building via the website and other channels, creating all content, designing and sending, analysing, optimising and

reporting. 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. Optimise e-commerce conversion for ticket sales and newsletter subscribers. You are our spider-in-the-web in event coordination, communicating between venue, back-office and external suppliers and partners.

Person 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
- Ownership, being able to work independently or as part of a team
- Excellent organisation skills, detail oriented and a self-starter
- Proven ability to work on multiple projects simultaneously and multi-task as necessary to meet deadlines
- You have a hands-on and can-do mentality and have strong/demonstrable communication/presentation skills