

Digital marketing & communications manager



Location: Central Oxford

Reports to: Director of editorial

Salary: £35,000 - £45,000

Type: Permanent/full-time

Are you an experienced and innovative B2B digital marketing and communications professional able to engage Britain's leading entrepreneurs and the private companies that they run; as well as with our sponsors and potential sponsors?

Oxford-based Fast Track is seeking a self-motivated and professional individual to build on our B2B digital marketing and communications across our website and social media.

You will work closely with our senior management team in order to refine our strategy, reporting to our director of editorial; and you will be supported by our small editorial team, including two former Sunday Times and Daily Telegraph journalists, and our wider research and events teams, in order to produce relevant regular content.

The successful candidate will be responsible for managing and rapidly increasing our digital engagement with our 15,000-strong alumni community of top-performing private companies and entrepreneurs, as well as our all-important blue-chip sponsors and potential sponsors.

Our alumni have been ranked in one or more of our seven annual league tables of the UK's top-performing private companies, published as supplements with The Sunday Times. The majority of our alumni have attended one or more of our 30+ invitation-only networking events, which includes our annual flagship event, hosted by Sir Richard Branson and his family for all 22 years.

One of the main objectives of our digital marketing activity is to maintain our engagement with these alumni, and to demonstrate this engagement to our existing and potential sponsors.

The role & responsibilities

- Manage our company website, LinkedIn, Twitter and Instagram accounts, as well as Fast Track's founder's LinkedIn account; and drive quality audience growth and engagement on these platforms
- Be responsible for updating and improving our website, including the digital publication of our league tables and weekly news blogs, and managing our relationship with our website design agency
- Develop our social media activity plan to ensure it remains aligned with the main objectives of our business, draws on industry best practice, and builds on and improves our existing activity
- Be the social media knowledge hub in the business and help educate the wider team on creating appropriate content, contributing to our culture of continuous improvement
- Work at our invitation-only national awards dinners and some of our alumni dinners in London (up to 9 evenings per year) generating written and video social media content to help promote our guests, companies, speakers, and sponsors on our digital channels
- Improve the quality and impact of our written and visual digital content, which is predominately generated from our existing research and events activity
- Increase engagement with our alumni, republishing their comments and news where appropriate, and raising any issues in a timely manner with senior management to resolve
- Help account manage our blue-chip sponsors, including identifying opportunities for them to leverage their sponsorships of our league tables on both our and their digital channels
- Collate and analyse relevant data on the performance of our social media, showcasing insights of value to our business on a weekly basis; and using this data to constantly adapt and improve
- Support the ongoing development of our website and our other activity on social media, such as improving our use of paid advertising campaigns for recruitment and business development

The candidate

- Be attracted to working in Oxford for a small, entrepreneurial company
- Min. 2.1 honours degree, ideally in a business, communications or digital marketing field and a post-grad CIM qualification
- At least three years of relevant B2B digital marketing/communications experience, including with corporate websites, Wordpress and social media platforms
- Be a user of social media in a business context, and understand its limitations and relevance to a small B2B company
- Excellent proof-reading, editing and writing skills, with meticulous attention to detail
- Experience with Adobe software (Photoshop, InDesign and Premiere Pro); and a basic understanding of HTML is desirable
- Have a strong interest in business and entrepreneurs
- Be able to balance a varied work-load in a friendly and informal, but at times high-pressured, environment

The company

Who we are

- Fast Track is the UK's leading research and networking events company focused on top-performing private companies and entrepreneurs, from the fastest-growing tech companies to the largest private companies, which we rank in our league tables in **The Sunday Times**
- It was founded in 1997 by our chief executive Hamish Stevenson with cornerstone, and ongoing, support from Richard Branson and Virgin
- Our sole source of revenue is from our blue-chip sponsors, who use their sponsorship to raise their profile amongst different types of private companies, and to meet and win new business from hard-to-reach entrepreneurs and directors at our company visits and networking events
- We employ c.30 full-time members of staff, and eight freelance researchers; many staff have worked with Fast Track for over ten years

What we do

- We research and publish seven annual private company league tables with **The Sunday Times**; and our 30+ highly-regarded, invitation-only events create valuable networking opportunities for their entrepreneurial directors and our sponsors
- We conduct 350 annual research visits to companies shortlisted for our league tables, accompanied by senior reps from our sponsors, where we interview the founders, chief executives and finance directors
- Our sponsors include: Virgin (all 22 yrs); HSBC, Lloyds, PwC, and UBS Wealth Management (15+ yrs); Barclays, BDO, Hiscox, Grant Thornton and Virgin Atlantic (10+ yrs); BGF, BMW and Linklaters (5+ yrs); DHL and N+1 Singer (3 yrs); and Oracle Netsuite and Santander (1 yr)
- Attendees and speakers at our events range from founders of our alumni growth companies such as Fever-Tree, Matchesfashion.com and Skyscanner, to the founders and CEOs of our alumni from the largest private companies such as Ineos, Dyson, and Pret A Manger

How to apply

Please email jobs@fasttrack.co.uk, in confidence, with your max. one-page application letter, including your current and expected remuneration, notice period, and where you saw the vacancy; and a copy of your CV.

For further info, contact Richard Tyler or Lizzie Ritz on **01865 297100**.

How the recruitment process will work

- *Online assessment*: all applications will be reviewed, and selected candidates will be asked to complete a one-hour online exercises
- *Telephone interviews*: after the online exercises have been assessed, shortlisted candidates will be telephone-interviewed by a member of the team, before we potentially invite you to one of our second-round interview evenings at Fast Track's offices in St Clements, Oxford
- *Interview evening*: these typically last from 5pm to 8pm. The evening will start with a presentation about the company and the role, then candidates will have the opportunity to ask questions. This will be followed by one short, written skills-based exercise (no prep needed), a short, individual interview, and a more informal chat with senior members of our team.

Please note, at interview, you will need to be able to demonstrate knowledge of Fast Track's digital marketing proposition, and have some initial ideas on how to better meet our objectives. You will also need to offer constructive commentary on Fast Track's digital marketing activity as viewed from the public domain, and offer suggestions as to how you might improve it

- *Follow-up final round interviews*: candidates will be invited back for a final round of in-depth interviews, including with other members of the team