

TITLE: Freelance Marketing Consultant – Venue Hire

LOCATION: London, NW3

REPORTING TO: Director of Marketing & Sales

LENGTH OF AGREEMENT: 5 months

TIME COMMITMENT: 8 hours per week

PURPOSE:

JW3 is looking for a dynamic freelance marketing professional to lead the delivery of a focused venue hire marketing campaign over the next five months. The aim is to increase lead generation and bookings of our large event spaces for conferences, simchas (celebrations), parties, and other private events.

You will work closely with our Marketing and Venue Hire teams as well as an external copywriter (as needed), taking the lead on campaign strategy execution across digital channels.

BRIEF

Campaign Delivery & Planning

- Work with the internal teams to shape and deliver a 5-month marketing campaign based on a newly established venue hire marketing strategy
- Identify and prioritise high-impact tactics for key target audiences

Website & Digital Content

- Audit and update relevant venue hire pages and user journeys on the website
- Collaborate with our copywriter to roll out a content marketing plan
- Deliver organic and paid social media campaigns across a variety of digital platforms

Email & Social Marketing

- Plan and execute email marketing campaigns targeted at venue hire prospects
- Deliver organic social media content and support paid social (if agreed), working with existing design assets or freelancers

Analytics & Reporting

- Track, analyse, and report on campaign performance with recommendations for optimisation

SKILLS & EXPERIENCE

- Proven experience delivering target driven marketing campaigns for both B2C and B2B
- Strong working knowledge of digital marketing tools: email, organic social, CMS (e.g. Squarespace), Google Analytics
- Experienced campaign planner who can work independently and drive activity week to week
- Excellent communication skills and ability to collaborate effectively with internal teams and freelancers
- Understanding of the London and Jewish events and hospitality sector
- Results-oriented, with a practical approach to testing and optimisation