



Digital Marketing Executive Role Profile



Role Title	Digital Marketing Executive
Department	Marketing
Reports to	Jennifer Baggaley
Job Band	Tbc
Location	Office-based/Hybrid
Hours/week	Full time (35 hours/week)
Status	Permanent
Role purpose	<p>To be at the heart of digital communications for the organisation, developing, implementing and managing innovative and effective marketing communications in collaboration with teams across the organisation to promote and protect the garden industry across all channels.</p> <p>Working collaboratively with the wider team to deliver professional, strategically linked campaigns and communications to increase member engagement and grow the profile and reputation of the HTA as the leading trade voice of the UK Garden industry.</p> <p>Ultimately, delivering a high level of member satisfaction, supporting our strategic ambitions and financial targets.</p>
Line management:	N/A
Key areas of responsibility	<ol style="list-style-type: none"> 1. Email 2. Social media 3. Analytics and trend research 4. Event support
Key stakeholders	<ul style="list-style-type: none"> • HTA Members • HTA Marketing team • All HTA Business functions
Key performance indicators	<ul style="list-style-type: none"> • Accurate and timely production of social media and email content • Continuously expands own marketing knowledge • Departmental processes and procedures are followed i.e. brand guidelines • Role models our organisational values • Demonstrates aptitude for learning • Prompt resolution to queries/issues • Attendance in all events as required • Compliance with Data Protection Regulations



HTA Core Purpose

We help our members to flourish.

HTA Mission Statement

On behalf of our members we promote, support and nurture our industry to ensure a robust and sustainable future. Our aim is to recruit and retain people with the behaviours that support our mission and who will grow with us and achieve more.

Our Values

Our culture is centred on our 4 organisational values. They underpin everything we do at the HTA.

Collaboration	Approachable, responsive and helpful, nothing is too much trouble. Enthusiastic, self-motivated and confident with a 'can do' attitude.
Integrity	Demonstrate honesty, trust, openness and respect when liaising with people. Treat everyone as an individual and be responsive to their needs.
Innovation	Keen to develop and learn new skills. Welcomes change, is flexible and can adapt and deal with various demands. Pro-active, open to new ideas and encouraging of ways to continually improve.
Influence	A good communicator who listens and is able to express themselves clearly. A professional informed approach to our members and customers. Providing specialist knowledge leading fulfilling experience.



Key Responsibilities

1 Email

- Own all email communications, including key newsletters APL Update and HTA Member Update – including the visual development and written content (with support from Junior Designer)
- Acting as the team CRM Super User – main point of contact in Marketing Team for CRM
- Creation of marketing lists and suppression lists for member-facing communications
- Analysis of emails and working with IT where needed for further research
- Drive increased engagement with HTA products and services

2 Social media

- Creation and implementation of all social content for both member and consumer channels – HTA, APL & NGGC (over 10 different channels)
- Drive increased sales and engagement with National Garden Gift Card
- Analysis of weekly content and event campaign performance
- Analysis of event campaign performance and recommendations for future events
- Research into trends and best platform best practices

3 Analytics and trend research

- Staying on top of industry/social trends
- Research into benchmarking analytics to provide more accurate analysis of our campaign successes
- Best practices for social and email – Ensuring we are adhering/adopting the latest updates and best practices/recommendations for success

4 Event support

- Attendance at all events for social coverage and further support
- Working closely with the Events team to ensure all communications are actioned
- Implementing email automations and workflows to improve functionality and workload



Essential Qualifications, Experience & Skills

- Experience with Canva/similar, email software and social media scheduling tools
- Good organisational skills, with the ability to be flexible
- Good eye for detail with the ability to multitask, work well under pressure and within a small team
- Strong verbal and written communication skills
- Strong copy writing skills
- Prepared to travel for external meetings and conferences, which may involve overnight stays, with a willingness to be flexible on hours, when necessary
- Excellent IT literacy, with demonstrable knowledge of MS Office applications
- Educated to A level standard or equivalent
- Previous marketing experience

Commented [JB1]: Please look at your JD for requirements here

Desirable Qualifications, Experience and Skills

- Ideally Degree and/or relevant qualification
- Experience of using website content management systems
- Event marketing knowledge
- Enthusiasm for gardens/gardening, the outdoor environment and contributing positively to it
- Video editing skills

Behavioural competencies

- Proactive and problem-solving approach
- Collaborative team player with the confidence to work independently
- A creative but analytical mindset
- Works well under pressure/tight deadlines
- Self-motivated and able to work under own initiative

Commented [JB2]: Please refer back to HR guidance notes, there are good examples you can use



Competency Framework

The below table shows the competency levels required to be competent within the role.

This section will be completed in 2026 after the job banding and competency framework has been launched.