

Women@Tech

Campaign Executive

About Women@Tech

Women@Tech is a **volunteer-led** UK organisation, dedicated to connecting, developing, and advocating for women in technology, with the backing of our industry-leading member companies.

Driven by women and allies working within the most influential Tech companies in the UK, we deliver a unique blend of mentorship and development programmes; networking events; and advocacy initiatives, to improve representation and progression of women within the Tech sector.

Together, we are leading the charge towards a more diverse, equitable, and inclusive future for all in the Tech industry.

For more information, please visit our [website](#).

Job Details:

The Women@Tech marketing team set the brand strategy, driving engagement through social media and campaigns, all the while managing a consistent and positive experience of Women@Tech online.

We're looking for a savvy campaign executive who is proactive, engaged and passionate about promoting Women@Tech initiatives, building our brand, and trying innovative techniques. We're a fast-paced but fun team with loads of opportunity for a new team member to make a big impact right at the start of Women@Tech's brand and marketing development.

In this role you will support various work-streams with campaigns expertise including:

- Supporting campaign lead with execution of campaign strategy
- Management of campaigns with a focus on generating brand awareness and driving sign-ups to events and initiatives
- Responsible for delivery of campaigns across a range of activities including campaign design, delivery, optimisation and reporting
- The role requires project management experience, as well as a high level of organisational skills and a collaborative approach

What you will need to succeed:

- Experience in delivering marketing campaigns is helpful
- Business-level copywriting skills
- Design and Canva skills would be preferred but not required
- Confident communicator to manage stakeholders
- A passion for marketing and communications
- Knowledge of social media channels and strategy
- Project management experience
- A high level of organisational skills and a collaborative approach
- Fluent in English (other languages are very welcome!)

What you'll get from us:

- Great experience working in a collaborative fun team
- Varied projects with a high degree of autonomy
- The opportunity for development with marketing experts
- Unleash your creativity and contribute to something meaningful.
- Become a thought leader in Diversity, Equity, and Inclusion, while building your personal brand and amplifying your voice in the industry.
- Build a unique network across the major tech companies in the UK and gain valuable perspectives.
- The commitment to treating everyone equally, without any discrimination

Time commitment:

2 hours per week – likely to be cyclical that beginning of campaigns will have more workload, which will taper off as campaigns are delivered

HOW TO APPLY?

Contact: Kirstie Ayres <k.ayres@samsung.com>