



JOB DESCRIPTION

ROLE: Marketing and Communications Coordinator

REPORTING TO: The Site Manager

ROLE SUMMARY

- This full time role works hand-in-hand with the Trustees and Management team to support the development and execution of our marketing and communications strategy to strengthen our brand profile, increase visitor numbers and customer spend.

KEY RESPONSIBILITIES

Role

Help build and implement an effective brand marketing strategy using: advertising, social media, PR, online marketing and events . To ensure that our brand image and core values are communicated seamlessly across all platforms.

Managing our brand, ensuring that brand guidelines are adhered to;

- Developing and delivering the marketing plan
- Fully costing and managing the annual marketing budget
- Ensuring consistent message across all points of contact with customers
- Ensuring maximum coverage in the media
- Managing advertising campaigns
- Managing our online presence.
- Developing and managing the production of all marketing materials including leaflets and menus
- Monitoring, evaluating and reporting marketing activity within the business

Social Media

- Developing and executing a social media content strategy in line with the marketing plan
- Generate, publish and share engaging content
- Manage social media profiles and presence and evaluate the validity of adding new platforms
- Analysis and reporting on activities across all platforms, including use of statistical analysis tools (Facebook Insights, Twitter Analytics etc.).
- Develop low-cost, high-impact social media initiatives that help build audience, promote the brand and drive engagement.
- Up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our views creatively.
- Suggest and implement new features to develop brand awareness, i.e. promotions and competitions.

PR - Public Relations

- Establish and build relations with local media.
- Manage and drive media (print and broadcast) coverage.
- Manage media inquiries.
- Create content for press releases, articles and keynote presentations
- Monitor, analyse and communicate PR results on a monthly basis.



Advertising

- Create an advertising plan as part of the marketing planning process in line with target audiences
- Manage the creative process from advert inception to production working with relevant designers/agencies
- Book advertising space

Email Marketing

- Design and implement direct email marketing campaigns (monthly).
- Manage reporting and measurement of email campaigns.
- Monitor trends and drive best practice in email campaigns.
- Continue to build the database through relevant marketing campaigns and updating Mailchimp

Website

- Act as guardian of our website, ensuring it grows with the business whilst maintaining structure, strong user journeys and quality content.
- Drive the continuous improvement of our website to ensure it meets our objectives.
- Be proactive in sourcing quality content including use of on site archive materials, sourcing quality content and ensure the website is always up to date.
- Produce website activity reports on a monthly basis for meetings.

Marketing Materials

- Manage the content, design and production of all print marketing materials including menus, leaflets, recipe cards, feedback forms, loyalty cards and children's activity leaflets, banners.
- Manage the design and production process from briefing designers through to print production
- Keep files of all material

Candidates should ideally have:

- Bachelor's degree in Marketing, business or related field or marketing experience.
- The ability to research market trends, demographics, manage budgets, pricing strategies, and other relevant information that helps develop marketing plans.
- Experience of working in hospitality and leisure sector is desirable but not essential
- Proven delivery of successful marketing plans and the delivery of business objectives
- Expertise in creating and maintaining social media accounts and platforms
- The Digital and Social Media Knowledge (work experience preferred)
- Capability to plan promotional events under the supervision of the Site Manager and Events Manager.
- Experience of delivering digital campaigns
- Highly organised and self-motivated
- Strong command of the English language, written and verbal



- Fun, hard-working with a fine eye for detail
- Proactive
- Creative
- Good understanding of PR Proficient in Microsoft Excel, Word and PowerPoint
- Graphic design skills are desirable but not essential
- Analytical and multitasking skills
- Be a team player.

Required experience:

- Marketing: 1 year +
- Social Media Marketing: 1 year +
- Public Relations: 1 year +

Required licence or certification:

- Driving License