

## About the job -

### **Job Title: Marketing Executive**

**Location:** The Clover Group Head Office | 35 Ann Street  
It would be necessary to work within individual venues

**Salary:** Will be discussed

**Hours of Work:** 37.5+ hours per week based on a flexible rota

**Responsible to:** Head of Marketing

## What you'll be doing -

### General Marketing

- Support the marketing team with planning, implementing, and monitoring marketing campaigns
- Liaise with the designer to produce suitable graphics and images for use across the social media platforms and print materials
- Perform competitor analysis on a regular basis
- Complete event calendar for events in the immediate area/or related to the business
- Regularly liaise with clients/customers/partners via telephone, email, or face-to-face
- Ensure that the venue remains at the forefront by ensuring marketing is kept up to date and fresh
- Creation and maintenance of a social media schedule or calendar, updating this in line with changing business priorities.
- Be responsible for keeping the website accurate and presented to a high standard
- Regular site visits to ensure all marketing collateral and branding is up to a high standard

### Social Media

- Set goals to increase brand awareness and engagement across social media
- Paid advertising across social media platforms
- Plan and create content including visuals and captions
- Collaborate with photographers, videographers and any other contractors or freelancers to support the role
- Form key relationships with influencers & partner companies
- Monitor and report on performance on social media
- Schedule social media posts in advance
- Liaise with general managers to correctly promote specific offerings, promotions and events

### Events

- Organise and coordinate marketing events for each venue
- Attend venue events to capture content
- Produce post-event evaluation to inform future events
- Liaise with drink suppliers and their representatives to gain monetary support towards events
- Assist with large bookings or local tour groups within the venues

What we need from you -

- 2-3 years' experience working in a busy marketing team at a similar level
- Experience of using Canva or other in-house design programmes
- Excellent copywriting, editing and proofreading skills, including excellent written and verbal communication
- In-depth understanding of digital and social marketing best practices
- Experience of social media marketing and creative content production
- An interest in the hospitality sector
- A good eye for detail
- Ability to think creatively and imaginatively to produce original and engaging content
- Keep up to date on the latest social media trends
- Highly organised