

JOB DESCRIPTION

Job Title: Digital Marketing Executive – Maternity Cover (Temporary Contract 9 – 12 months)

Job Reference: DEMC/05/22

Salary Range: £25,000 per annum (pro rata)

Hours: Full time - 37.5 hours per week – Monday to Friday, as well as working some weekends/evenings throughout the year to attend sponsored events or corporate networking events.

Reports to: Hotel Manager, Directors

POSITION SUMMARY:

We're seeking an innovative and versatile Digital Marketing Executive, on a temporary basis to cover maternity cover of between 9 to 12 months, to help promote our brand and services. They will need the ability to identify new marketing leads and the expertise to translate these into digital campaigns to boost brand, awareness and reputation.

The Digital Marketing Executive will be creative and proactive with the drive and ambition to develop, and must be able to work on their own initiative, have a positive approach and the confidence to put forward their own ideas when appropriate.

Main Responsibilities / Key Accountabilities:

- Working closely with the Hotel Manager and Directors to develop the marketing strategy for the company, in line with the company objectives.
- Analyse market trends, pricing, demographics, and be responsible for competitor and customer profiling research.
- Review new technologies and keep the company at the forefront of developments in digital marketing.
- Testing marketing ideas and analysing results through analytics
- Managing website content creation taking the lead with content management and strategies to drive online revenue.
- Work closely with our external website agency to track conversation rates, make improvements and updates to the website.
- Working to improve search engine optimisation through a programme of outreach and content marketing activities.
- Develop and manage PPC campaigns and track progress.
- Social media platforms – planning calendar, posting in line with the agreed schedule and goals set, developing content, building engagement and visibility, and tracking the performance.
- Use of platforms to identify and acquire customers.

Employee Specification

	Essential	Desirable	How Identified
SKILLS:	<ul style="list-style-type: none"> • Close attention to detail • Ability to work under pressure • Self-motivated • Excellent verbal and written communication skills • Ability to work alone or within a team. • Excellent social media skills. • A good understanding of direct marketing techniques, especially digital advertising, • A keen interest in copy writing and an understanding of what makes good content 	<ul style="list-style-type: none"> • Previously worked on a MAC • A good understanding of programmes such as QuarkXPress, Adobe and Photoshop. 	Reference's Aptitude testing Practical assessment
EDUCATION / KNOWLEDGE:	<ul style="list-style-type: none"> • Educated to GCSE Level and above. 	<ul style="list-style-type: none"> • A degree in digital marketing or business. • 	Certificates
EXPERIENCE:	<ul style="list-style-type: none"> • 2 years' digital marketing experience in a junior to mid-level position. 	<ul style="list-style-type: none"> • 3 years' experience as a Digital Marketing Executive. 	Reference's verification of employment history

Every single member of staff at Ufford Park is critical to helping us operate. We can employ up to 150 people in peak season. All of our staff enjoy exclusive benefits such as lunch/dinner whilst on shift, free parking, a staff reward scheme, use of the pool and gym, discounted rates for use in our spa, accommodation, dining, treatments and golf, 28 days annual leave (inclusive of Bank Holidays), and membership to the Nest Pension Scheme.