



DIGITAL & CONTENT MARKETING ASSISTANT

40 hours per week reporting to the Marketing Manager.

The Digital & Content Marketing Assistant is responsible for scheduling content on social media, monitoring responses and replying to comments, messages and reviews. A huge focus of this role is customer engagement and communication, proactively talking to our customers on online channels, and acknowledging all activity. Therefore, the role requires someone who is very confident in social media channels and creating digital content including photos, videos, reels, blogs, interviews etc.

The Digital & Content Marketing Assistant will also be required to write content in line with our various business areas and our brand purpose. You would be responsible for creating, editing and publishing content onto our websites and into newsletters with platforms such as WordPress and Mailchimp. This is a creative position that would suit someone with a writing and photography background, with social media and customer communications at the heart of the role. You need to be good at multitasking and juggling a number of things at once, as you would be responsible for a number of channels across weddings, wellness, spa and restaurant and we would like you to be the one suggesting the content we could create and getting ideas from members of our team. You would also be a part of content creation for our internal marketing and employee engagement strategies.

CONTENT CREATION

- Writing short and long pieces of content as per marketing plan
- Repurpose content in a variety of ways to ensure we get maximum use of the piece, for example multiple social posts, pins, videos and features on newsletters
- Take photos, film videos, talk to staff members, get behind the scenes imagery and comments, involve yourself in all areas of the business in order to create interesting and engaging content

SOCIAL MEDIA

- Responsible for all content across all channels
- Facebook, business manager, Instagram, twitter, Pinterest, LinkedIn, TikTok and YouTube
- Explore and recommend any new channels you recommend we use
- Understand that posts and content are only part of the focus. Engagement with customers is a huge part of this role. Replying to everything and relaying feedback to the relevant departments
- Host live videos for example expert Q&As and interviews

WEBSITE

- Load content onto our website
- Make website amends
- Be conscious of how changes affect SEO and site performance
- Help to optimise the site for SEO purposes with backlinks, image sizes, tags etc

NEWSLETTER

- Draft email newsletters for approval
- Promotional, informative, offers, engagement and event newsletters
- Help to collate newsletter performance and key data
- Manage subscribers, databases and unsubscribers

GENERAL

- Creating content leading up to and during sales & marketing events, ensuring we have good exposure and creative from them
- Naming, filing, organising marketing tools (e.g., imagery) in the relevant places such as Dropbox, Sharepoint, Server etc.)
- Any necessary scanning, printing, copying, filing, stock taking and other administration related tasks
- Must be confident in WordPress, Canva, Later and all social platforms