



## **Content Marketing & Social Media Executive - Leith**

Crerar Hotel Group has an excellent opportunity for a motivated and passionate individual to join the central marketing team working across two brands. As Content Marketing & Social Media Executive you will be responsible for creating and managing online and offline content plus day to day management of the social media channels, which promotes positive brand messaging and consumer engagement.

**Brands:** Crerar Hotels and easy-breaks.com

**Reporting to:** Marketing Manager

### **Key role responsibilities:**

- Carry out keyword research and use best-practice SEO techniques in order to spot areas of interest on various topics for online content writing and to improve SEO ranking for our websites
- Key performance indicators will be set to measure SEO ranking, increased engagement, and the like
- Write engaging and unique content that is in line with the business' requirements and SEO best-practice
- Distribute engaging written or graphic content in the form of e-newsletters, web page and blog content, or social media messages
- Proofread copy and print which includes newspaper advertising, brochure and website copy, and press stories
- Create new pages and upload graphics in the content management suite online
- Attend and contribute in team planning meetings and creative sessions and work closely with the Performance Marketing Executive to ensure organic and paid campaign synergy
- Social media writing and creative content, creating a monthly social media schedule, creating engaging ideas around posts
- Create and write email newsletters
- Brief work for design for all online and offline content
- Website audit schedule which keeps content relevant
- Affiliate website auditing and updating with internal revenue stakeholders
- Work with Revenue team to ensure all third party sites have correct and up to date information whilst auditing
- Manage all updates and content within the content management system
- Keep up to date with competitor activity
- Essential marketing administration tasks and ownership of department purchase orders and invoicing and general housekeeping of files

- Communicate regularly with internal and external stakeholders
- Provide training and guidance to social media champions across the business on social media implementation best practices
- Collect customer data and analyse interactions and visits, using this information to create comprehensive reports and improve future marketing strategies and campaigns

**Personal attributes:**

- Excellent command of written English with copy accuracy
- Well organised and self-motivated
- Demonstrate a high level of attention to detail
- Work effectively under pressure and able to meet deadlines
- Be confident in the world of digital
- Strong administration skills
- Good communicator and enjoy being part of a team
- Committed and hard working

**Qualifications, experience and training:**

This role will suit a digital marketing graduate from university or college or a current junior executive looking for a new challenge and a step up the ladder who wants to pursue a career in digital marketing and writing, with a keen interest in hospitality, travel and tourism.

This role encompasses offline and online activity across multiple channels, and knowledge of Adobe Photoshop advantageous, but not essential.

**In return we offer:**

- Full in-house training in the role
- Opportunity to attend relevant digital marketing events to keep abreast with trends and industry
- Salary **£22-£24K** dependent on candidate
- Staff discount on bed and breakfast stays with any Crerar Hotel

**Crerar Hotels values:** Crerar Hotels is one of Scotland's leading hotel companies. We work hard on talent development and always look to progress individuals through internal promotion. This role represents a fantastic opportunity for a dynamic individual to join a dynamic company.

**If this sounds like your dream job, we would love to hear from you!**

Please email or post your CV with a covering letter as to why you would be the best candidate for this role to Stacey Fleming, Head of Sales and Marketing, at c/o [micheller@crerarhotels.com](mailto:micheller@crerarhotels.com).

Thank you for your interest in Crerar Hotels. Should we wish to progress with your application, we will aim to respond within 14 days. **No agencies at this stage please.**