

Job description

Marketing Coordinator

- Salary – From 26k depending on experience
- Flexible, immediate start is available.
- 40 hours per week (Monday-Friday, with occasional weekend/evening work)

Job Description

Saltire Hospitality is looking for a talented **Marketing Coordinator** to lead and implement marketing strategies for our catering services, cafés, and exclusive venue partner. This multifaceted role will take charge of marketing planning and day-to-day content creation, social media management, and campaign execution to drive brand growth and customer engagement.

About the Perfect Candidate

The ideal candidate will have a passion for marketing and an understanding of the hospitality industry. You'll be a creative and strategic thinker, confident in managing multiple projects with competing deadlines. You will excel in content creation, social media strategy, and paid advertising, and have a flair for engaging, persuasive copywriting. You'll be highly organised, results-driven, and able to collaborate effectively with both internal teams and external partners.

Key Responsibilities:

- **Marketing Strategy & Planning:** Develop and implement a year-round marketing strategy for Saltire Hospitality, our partnered venue, and our cafés, ensuring alignment with seasonal promotions and company goals.
- **Social Media Management:** Oversee and manage social media channels for Saltire Hospitality, Saltire Weddings, cafés, and our partnered venue, creating engaging content and driving growth across platforms (Instagram, TikTok, Facebook, LinkedIn).
- **Paid Media Campaigns:** Plan and execute paid social (Meta) and Google Ads campaigns to increase brand awareness and venue bookings.
- **Content Creation & Design:** Develop compelling content for websites, social media, email newsletters, and print materials, ensuring consistency with the brand's tone and messaging. Includes photography, videography, and editing.
- **SEO & Website Management:** Ensure the website is regularly updated with fresh content and optimised for SEO to increase organic traffic.
- **Email Marketing:** Create and distribute monthly newsletters, tracking engagement and refining strategies to improve open and click-through rates.
- **Brand & PR:** Maintain brand consistency across all channels and utilise PR to enhance visibility and reputation.
- **Market Research & Reporting:** Conduct competitive analysis, track key marketing metrics, and present regular performance reports to senior management.

- **Event Promotion:** Manage marketing for events including promotions, content capture, and post-event engagement.

Experience & Skills:

- Proven experience in marketing, with a strong focus on social media, content creation, and paid media.
- Photography and videography skills.
- Experience managing campaigns for venues or hospitality brands is a plus.
- Excellent written and visual communication skills.
- Strong organisational skills and ability to manage multiple projects simultaneously.
- Proficiency in SEO, Google Ads, and social media analytics.

Job Types: Full-time, Permanent

Pay: From £26,000.00 per year

Benefits:

- Canteen
- Company events
- Discounted or free food
- Free parking

Schedule:

- Monday to Friday

Ability to commute/relocate:

- Loanhead: reliably commute or plan to relocate before starting work (required)

Experience:

- Marketing: 1 year (required)

Work authorisation:

- United Kingdom (required)

Work Location: In person