

Marketing Coordinator

We are looking for a proactive and passionate digital marketer to manage our campaigns at our Ellesmere Port site. You will be responsible for several aspects of our digital marketing for the site, including implementing our ad campaign plan and populating our social media accounts. You will work closely with the Marketing Manager and Centre Manager(s) but will be expected to use your experience and passion to drive campaigns forward and meet targets with a degree of autonomy. The ideal candidate will have experience working in a marketing team, or demonstrable transferable skills and experience. You will also ideally be passionate about climbing in order to pass that passion on to our community in an authentic and inspiring way.

Job Description

Job Title: Marketing Coordinator

Reporting to: Marketing Manager

Salary: Dependent on Experience

Work Hours: 20-30 hours per week flexible working with expectation to work during events

Main Roles and Responsibilities

Management of a range of marketing functions at Climbing Hut Ellesmere Port (and for our other centres as required) within budget to reach agreed commercial business targets.

Specifically, these include;

DIGITAL MARKETING

- Following the centre's marketing plan, campaign schedule, and budget to set up, monitor, and record the results of Facebook ad campaigns.

- Using brand templates and brand photos or videos to populate the social media posting calendar. Consistently communicate the brand values of the business in the written copy of posts.
- Using brand templates and graphic assets to create posters and printed media for the centre.
- Adhering to the centre's email campaign schedule and working with the email system, customer database and brand templates to send a weekly newsletter and occasionally other newsletters to various client groups.
- Assisting with the planning of events, such as climbing competitions and seasonal parties.
- Monitoring the marketing email inbox and processing raffle requests using existing design templates and raffle code database.

Essential:

- Strong computer literacy - MS Office Word & Excel. Ability to carry out digital administration tasks with a very high level of accuracy and efficiency.
- Excellent written copy and ability to consistently communicate brand values within the brand style.
- Working knowledge of social media - how to create and schedule a range of posts, stories, reels.
- Eye for detail and composition.
- Passionate about climbing walls and activities that are beneficial to physical and mental well-being.

Advantageous:

- Experience in creating and managing marketing campaigns using Facebook Ads Manager.
- Experience in data recording and analysis.
- Experience using templates in Canva or working with similar software such as Adobe Illustrator.

- Experience in graphic design, visual communication, and photography or videography.
- Experience in creating written content to convey a brand's message.
- Experience using TikTok ads for business.

Qualifications, Qualities and Characteristics

The applicant will ideally have previous digital marketing experience or demonstrable digital marketing skills. We will also consider applications from those with transferrable skills in a relevant industry. The applicant will be experienced in working with other team members and reporting to a manager.

Excellent communication skills are essential with the ability to communicate with people from junior to board level. Experience of working within a team is essential.

The applicant will be able to manage campaigns and their budgets and will be capable of keeping accurate records.

As part of a small company the applicant will be expected to play an active role in business development, this will include some involvement in planning company marketing campaigns, writing proposals and dealing effectively with incoming business enquiries. Also, as befitting a small company the applicant should expect to be involved in standard office administration.

About us

We are a passionate, dynamic team and an expanding group of climbing centres. Our mission is to inspire a healthier lifestyle and the next generation of climbers in a safe and sustainable way. We're looking for friendly, inclusive, positive, collaborative, communicative, and respectful human beings, and we particularly encourage applications from women, disabled people and people from ethnic minorities, as these groups are underrepresented throughout the climbing industry.

In return, we offer a great place to work, with a community feel, free climbing, generous staff discount in the shop and café and flexible working.

To apply, please send your CV and a covering letter to sam@climbinghut.com, with JOB APPLICATION as the subject.

The closing date is 14th November 2022.

Interviews will be held on Tuesday 22nd November 2022.

*Any job offer will be given on the condition of satisfactory references, acceptable DBS check (Instructors only), confirmation of qualifications (if required) and proof of eligibility to work in the UK.