

**Role: Head of Marketing**

**Reports to: Deputy Managing Director**

**Contract: Full Time, permanent**

**Salary: £32-£35K**

**PURPOSE OF THE ROLE:**

This is an exciting opportunity to join a rapidly growing, privately owned catering, events and venue management company. Hickory is a leading provider of catering and hospitality, delivering exceptional services for prestigious events and unique venues throughout Scotland, plus exclusively managing a number of exciting brands within the company portfolio (Hickory, Eskmills Venue and Cairns Farm Estate).

As Head of Marketing you will lead on all marketing and brand profile-raising activities within the business. You will manage the full spectrum of marketing and communications across the various brands, both planning and delivering social media and digital campaigns along with advertising strategies and creative projects. You will also be involved in product development opportunities.

Core responsibilities will include developing plans to help grow and further establish the brands, allocating resources to different projects and setting short-term and long-term department goals. Ultimately, you will enhance the market position of the brands to attract additional revenue and to grow the business in line with the company financial and brand objectives and in partnership with the Head of Sales and Senior Management Team.

If you're a skilled marketing strategist, we'd like to meet you. The role would suit someone with senior agency experience looking for a client-side role, or a senior marketing professional with relevant experience in the hospitality, tourism, food or drink sectors.

**KEY RESPONSIBILITIES:**

- Leading on all aspects of marketing and communications for the business and being an accessible and approachable central point of contact and advisor for all marketing and brand related areas.
- Ensure that high-quality marketing and messaging is delivered effectively, efficiently and consistently, whether it is direct or indirect communications.
- Developing, managing and implementing annual marketing plan and budget in line with the company objectives, and reviewing quarterly.
- Working collaboratively with the in-house design and content team to deliver targeted web/digital and social media comms to meet with the needs of lead generation as required.
- Managing and delivering on a weekly basis the analyses of lead performance and giving recommendations for re-direction of activity and budget where required.
- Managing and communicating market research, market intelligence, and customer quality surveys

**Hickory Food**

info@hickoryfood.co.uk

Edinburgh: 0131 287 0530

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**Edinburgh Office**

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Scotland, EH21 7PQ

- Working with the Development Chef to develop and deliver enhanced food presentation and styling, to contribute to the Hickory image bank for use in media/online and with clients
- Work within the management team to deliver the company values, vision and goals.

## **PERSON SPECIFICATION;**

- Hold a minimum of 3 years' experience in a similar role (agency or client side)
- Experience in the catering and events industry (directly or indirectly).
- Passionate about food and drink
- Be able to demonstrate clear and logical management skills and problem solving under pressure
- Be able to demonstrate strong leadership and communication skills, while having a positive, proactive and encouraging approach
- Be mindful of the company's brand and reputation at all times, whether working with internal teams, professional advisors, suppliers or clients
- Be able to manage budgets, margins and deliver profitable jobs for the business and our clients
- Be able to negotiate with suppliers and build positive relationships with them, while coordinating and managing projects in a thorough and professional manner
- Be able to exert sound judgment and diplomacy, using discretion and understanding the importance of confidentiality
- Able to meet deadlines, and drive teams to meet deadlines with accuracy
- Flexibility to work out with standard -business hours
- Skilled and experienced in, CRM, Microsoft and WordPress
- Articulate and confident in verbal and written communication
- Effective leadership and ability to motivate and encourage colleagues to provide exceptional service to customers, also a team player with the confidence to take the lead and guide other employees when necessary
- Financially astute and aware of the needs of the business, including budget sustainability
- Accountable for personal and departmental performance and driven to learn and develop skills and knowledge
- Must have full clean driving license and own car

## **Hours and Location:**

- Full time permanent contract
- Willingness and flexibility to work outside standard office hours when necessary to meet the requirements of the job
- 28 days holiday including public holidays
- Holidays to be taken to suit the needs of the business
- Location – Edinburgh

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