

HICKORY

Job Title: Social Media and Marketing Executive

Reports to: Head of Marketing

The Role

We are seeking a Social Media and Marketing Executive to join our diverse team, based at our Edinburgh office. You must be an enthusiastic and self-motivated marketer who would work under the Head of Marketing to help reach the company's marketing goals and objectives. Someone with a keen interest in the digital marketing landscape, a creative mind and a passion for food & drink and live events.

You will support our marketing activities across our web, email, and social channels, working with the internal team, and external marketing suppliers to create relevant and engaging messaging whilst delivering to, and driving key metrics across brand engagement, increased traffic, lead generation and ensuring a quality social media presence that represents what we do.

Key Responsibilities

To work with the Head of Marketing to create and deliver a measurable marketing plan across the brand portfolio that will deliver our business goals.

Your responsibilities will include:

- Content creation across a number of platforms including social media, website and email platforms.
- Managing social media pages - scheduling content, posting ad hoc content and responding to comments and messages
- Social media paid advertising
- Marketing planning, campaign delivery, analysis and reporting
- Lead performance analysis and enquiry management – ensuring the sales teams have the right number of qualified leads to deliver the sales objectives.
- Database strategy to grow databases, email marketing and marketing automation
- Data analysis and data segmentation
- Content and data storing and management
- Manage websites, updating content including SEO and SEM
- Updating external web listings
- Copywriting and proofreading
- Production of marketing collateral, writing briefs, designing content, production and printing
- Creation of awards submissions and tenders
- Create in house and client reports
- Liaising with photographers and videographers and developing robust briefs and attending shoots
- Liaising with appointed marketing suppliers and agencies to ensure projects are delivered to the briefs supplied.
- Liaising with the operational teams for the purpose of gathering content
- Research market trends, demographics, pricing strategies, and other relevant information
- Carries out research for aid the marketing team in building proposals and securing new clients, analysis of surveys, polls, and other market research to look for patterns and trends

HICKORY

- Attending events for the purposes of content creation
- Monitoring NETT promotor scores and online reviews
- Contribute to the companies ISO9001 Quality Management System
- Contribute to the companies tec strategy for continual improvements, best practice and compliance
- Out of hours cover for social media channels (rota basis)

Key Skills/Qualifications/Experience

- Holds a degree in a relevant field such as Marketing, Journalism, Tourism and Events Management, or holds at least two years' experience within the marketing sector.
- Knowledge of social media channels and how-to create optimised content for each
- Knowledge of social media scheduling tools desirable, but not essential
- Knowledge of the basics of digital advertising
- Knowledge of email marketing, customer journeys is desirable but not essential
- Knowledge of working with a CMS is desirable, but not essential
- Proven ability to plan, prioritise and manage workstreams, multitask and deal with conflicting demands and meet tight deadlines
- Ability to keep up to date with marketing trends to share insights with the team
- Ability to work in teams as part of a collaborative environment
- Ability to think creatively to produce original ideas and content
- Ability to create both proactive and reactive content
- Excellent administration and IT skills, with proven high-level attention to detail. Training on our tech platforms will be provided
- Strong communication skills, both written and verbal and strong planning and organisation skills
- Confidentiality, discretion and diplomacy
- Integrity and honesty

About Hickory

We deliver showstopping food and drink experiences in incredible venues, locations and sites across Scotland, developing lasting partnerships.

Our values are embedded in our teams, instilled in our business and vital to our customers. Rooted in respect for our people, the places we work and our planet, we are driven to deliver the very best service we can for our customers.

That's how we operate, but our real motivation for what we do is the food, drink and amazing experiences we create for our customers. Our team are always on the lookout for local, seasonal, produce that inspires them to develop innovative and exciting menus and drinks lists.

Working for Hickory, you will join an award-winning team with a focus on quality in everything we do. We're passionate about training, learning, and developing our future stars, innovation and leadership from within. We aim to promote a culture of respect throughout the food, drink and events industry and to ensure 5* service, and product quality is delivered to our customers at every touch point.

We focus on quality and we know that to attract a quality team we must look after our own, so we have created an enhanced benefit package that's flexible to suit the needs of our team.

HICKORY

The Hickory Way – Our Values

Bold

We make creative choices that inspire innovative opportunities for our clients, our teams and the industry. We own our choices, and they make us stand out from the crowd.

Genuine

We operate with decency, we are true to our word and build authentic relationships and experiences.

Respect

We treat others how we'd like to be treated ourselves. We have respect for our people, places and planet, and if we say we'll do it, we deliver it, exactly.

Partnerships

We take time to nurture relationships, collaborating in the most creative ways to find effective methods of delivering success.

Excellence

We go the extra mile to deliver on our commitment to quality work. Our training and development is second to none thanks to our all-encompassing quality system.

To apply, email your CV & covering letter to jobs@hickoryfood.co.uk