



Content Marketing Executive

We're looking for a talented and creative marketer to join the Lewinnick Lodge and Plume of Feathers. From the edge of the ocean to the heart of the Cornish countryside, our venues are home to successful restaurants and bars with 37 bedrooms between them.

As a growing Cornish family-owned business, built on stable and sustainable foundations, we live by our values. Our continued investment in our people and properties maintains our position as one of Cornwall's best hospitality employers.

As Content Marketing Executive you'll embrace our mission to deliver excellence in guest experience, product and environment, encouraging guest loyalty and a desire to return. The role is suited to a motivated marketer who thrives in a small-but-functional team environment.

What you'll do

your role is to support the Head of Sales and Marketing to achieve business growth by bringing to life the marketing strategy. You will lead the creation and execution of all content across the venues through a mix of on and offline marketing channels. You will act as a brand ambassador ensuring the tone of voice is unified across all our content and communication.

You'll:

- come up with ideas for and generate written engaging content for our website, social, email, customer communications, and collateral by telling stories from across the business and Cornwall.
- be able to lead and support wider marketing projects/campaigns.
- use your skills to support our SEO content strategy by working with our support agencies
- work collaboratively with the operations teams to create innovative products and content with a focus on driving new and repeat business within our targeted consumer group.
- deliver effective campaigns across multiple channels for two distinctive brands.
- run paid-for social campaigns using metrics and insights to drive audience types and visibility.
- create graphic content for multi-channel campaigns using graphic design software and working with our external design agency.
- you'll be committed to putting the customer at the center of the marketing output.
- You'll translate marketing strategy into marketing plans with integrated content activity and campaigns.
- You'll be digitally savvy, eager to develop your skills, and stay on top of industry developments.
- You'll collaborate with team members and agencies to optimise marketing activity for conversion improvement using email, landing pages, product pages, etc.
- Manage marketing team budgets for campaigns related to your role.

Duties & responsibilities

Content and Campaign planning: organise the content & campaign plans and coordinate the delivery with team members and support agencies.

Third Parties: organise and oversee our partner listings finding ways to collaborate and get the most from our memberships.

Email marketing: Write and create marketing emails, assist with the organisation and review of automated marketing emails, using our CRM software, Airship.

Social Media; Create and execute content plans for our organic social media platforms (Twitter, Facebook, LinkedIn, and Instagram). Run paid campaigns to drive visibility and revenue using data and insights to drive audiences and placements. Management of our community's social media.

Copywriting & Proofing; Write clear, consistent, and original copy, conveying our key brand messages and tone of voice across all marketing channels.

SEO: Proactively take part in our SEO strategy (keywords, optimisation, etc) working with our desired agency.

Website: Update and maintain our websites regularly, using data and products to drive content, on new and existing pages.

Graphic Design: You'll be competent in creating visuals that are on brand and compelling, working with an agency where necessary.

Projects: have proactive involvement in marketing projects assisting with the creation of briefs to execution.

Partnerships and collaborations: Seek out potential influencers, media types, and like-minded businesses to collaborate with in line with the content strategy and plans.

Video and photoshoots; manage large visual content creation projects from brief to operational plans, working with an external team of photographers, videographers, and graphic designers

UKGDPR: You'll have a good understanding of UKGDPR and assist the Head of Marketing and Sales to promote the safekeeping of all guest data held across the company.

Team: work with, communicate and inspire the operational teams to bring to life the brand identity.

Metrics: Produce monthly reports for the team using industry and company KPIs

Skills requirements

- excellent writing, editing, and proofreading skills with proven experience in copywriting necessary or similar role held.
- strong attention to detail; dotting the I's and crossing the t's.
- demonstrate a good understanding of the marketing campaign process.
- excellent communication skills with the ability to build positive relationships with other teams.
- self-motivated, self-starter.
- creative thinker.
- commercial acumen with an ability to use your initiative to make decisions.
- data-driven decision-maker.
- organised and independent worker with good time management skills.
- Expert user of a wide variety of marketing software communication platforms including content Management Software, email marketing tools, social media tools (including Meta Business Suite), Customer Relations Marketing software and analytics,
- Expert user of graphic design software including Canva & Easil.
- 3 years plus experience in a similar marketing role.
- a positive outlook on life where kindness and integrity are high in your values
- a desire to drive a movement towards sustainable tourism.

Even better if you have:

- previous experience in Google Analytics
- previous experience in SEO and/or PR

- some expertise in graphic design using Adobe suite
- have worked in the hospitality industry
- have a marketing degree or similar qualification in marketing and/or business studies
- experience in agency management

Perks and Benefits

- A creative, proactive in-house team to support you, and a bunch of skilled agencies to work with.
- An established brand, with a photogenic product and lots of stories to tell.
- Flexibility in working hours
- 65% off food whilst working
- Family and friends discount on food and rooms
- Location: The Plume of Feathers, Mitchell
- Free tea/coffee/cordial throughout your shift
- One free drink each week at the end of your shift

Hours: Full time (40 hours). Flexible working considered.

Salary: £26-29K