

CASTLE ROCK

BREWERY

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| Title: | Digital Marketing Assistant |
| Location: | Castle Rock Brewery, Queensbridge Road, Nottingham, NG2 1NB. Occasionally includes work off-site, including in our pubs, at festivals and other events. |
| Salary: | £25,000-26,000 dependent on experience |
| Hours: | 37.5 per week, flexible times. Occasionally evenings and weekends will be required. |

DESCRIPTION:

The Digital Marketing Assistant provides organisational and practical support to the Marketing Manager and E-Commerce and Marketing Officer. This is a rare opportunity to join a small, creative team during an exciting time of change and development. This role requires work outside of usual hours and a willingness to get stuck in and provide help wherever its needed.

ABOUT YOU:

Your personal qualities and attitude matter most to us – training will be provided in all other areas. This is a role for a hardworking individual who likes to organise, support others and work with lots of different people. Much of your job role will be content creation for social media, using analytics to grow our online presence and spending time in our pubs and at events to gather content. An interest in the industry (pubs and beer) is beneficial.

- Strong knowledge of social media / keen to learn more about what works, new trends etc. to further develop our reach, engagement and brand awareness and loyalty.
- A creative flair and an eye for detail. You'll be writing copy and capturing photos for our social content, as well as producing eye-catching marketing materials such as posters and menus.
- Easy-going and flexible: you'll be as comfortable cracking on with admin in the office as you would be in a lively pub or festival setting, gathering content for our social channels.

RESPONSIBILITIES:

General:

- Producing marketing materials such as posters, menus and social assets:
 - Using the marketing request form to manage and action incoming requests from the pubs.
 - Formatting menus and creating branded assets using Adobe InDesign.
- Working with the central team on events such as the Castle Rock Yard Party, with a hands-on approach.

SKILLS, QUALIFICATIONS AND QUALITIES:

- Well-organised with great attention to detail.
- Hardworking, proactive, helpful and reliable.
- Excellent written and verbal communication skills and a good telephone manner.
- Self-sufficient – happy working independently, taking initiative and being flexible.
- Kind and friendly.
- A relevant degree or marketing experience is beneficial.
- Driving licence is preferred, due to the need to be able to get around to the pubs.

Social Media:

- Planning and delivery of Castle Rock Brewery's social media output. Core platforms include Facebook, X, Instagram, LinkedIn.
 - Ensure we're posting relevant, engaging content that is tailored to each platform and captures the Castle Rock brand, messages, and ethos.
 - Work with other colleagues to ensure various initiatives are included in the social calendar e.g., new beers, events, collaborations and charity work.
 - Monitor the pubs social media, providing monthly reports.
- Carry out maintenance/management on social media accounts, updating highlights, bios etc.
- Monitor competitor activity and strategies, keeping up to date with latest trends and best practice.
- Use analytics to understand our customers, campaign effectiveness, etc. and produce monthly reports to help us inform decisions.
- Manage comments, messages and queries coming through social accounts, responding effectively and taking any appropriate action. Sometimes required outside of usual office hours.

Digital & Website:

- Accurately listing information on the Castle Rock website, ensuring content is uploaded swiftly and correctly.
 - Includes listing pub events and new job opportunities and writing original content for Castle Rock news stories.
- Accurately listing information to the Castle Rock App, learning the ins-and-outs of the platform, and creating visual marketing modules to display within.
 - Includes the use of Adobe InDesign for graphic design.

Alongside team: Proofreading content for news stories, press releases, statements and microcontent.

Managing any issues which arise with the website – reporting to team and web developers.

Answering inbound enquires via telephone, email, and social media accounts.

Taking and distributing minutes from meetings.

Keeping the office clean and tidy.