

# CASTLE ROCK BREWERY

**TITLE:** Marketing Administrator

**LOCATION:** Castle Rock Brewery, Queensbridge Road, Nottingham, NG2 1NB

**SALARY:** National Living Wage

**HOURS:** Approximately 20 per week (negotiable)

**REPORTING TO:** Head of Brand and Communications

## TO APPLY:

Please send your CV and Cover Letter to [liv.auckland@castlerockbrewery.co.uk](mailto:liv.auckland@castlerockbrewery.co.uk)

**DEADLINE:** 9am, Friday 23<sup>rd</sup> July

## DESCRIPTION:

The Marketing Administrator provides organisational and practical support to the Head of Brand and Communications and the Marketing Executive. This is a new position at Castle Rock, and a rare opportunity to join a small, creative team during an exciting time of change and development. This role will sometimes require 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. An interest in marketing and/or the industry is beneficial.

## BENEFITS:

- Work in a small, fun team, regularly joined by our office dog, Gus.
- Opportunities to progress and develop your interest areas.
- Try new beers and products and give feedback to our brewers.
- Team discount card for discounted drinks and food in Castle Rock pubs.
- Social workplace, with endless opportunities to meet new people and make friends.
- Annual staff party in the brewery yard.
- Attendance at our annual Yard Party, a beer and music festival in the brewery yard.
- Opportunities to attend other events and explore other areas of the business, like pop up markets, beer festivals, and business events.

## RESPONSIBILITIES:

### General:

- Answering inbound enquiries via telephone, email, and social media accounts.
- Taking and distributing minutes from meetings.

- Managing marketing materials:
  - Fulfilling printing requests (and similar) from pubs, liaising with Operations team.
  - Formatting menus using Adobe InDesign.
  - Liaising with external printers and suppliers.
- Distributing press releases.
- Working with central team on events such as the annual Castle Rock Yard Party, with a hands-on approach.

#### **Social Media:**

- Administration of social media accounts. Managing comments, messages and queries coming through social accounts, responding effectively and taking any appropriate action.
- Listing Facebook events and managing queries/updates.
- Accurately listing beer profiles on Untappd.
- Gathering data/analytics and assisting Marketing Executive in creating reports.

#### **Website:**

- Accurately listing information on the Castle Rock website, ensuring content is uploaded swiftly and correctly.
- Uploading content created by the Marketing Executive and Head of Brand and Comms, such as blog posts and news stories.
- Managing any issues which arise with the website – reporting to team and web developers.

#### **SKILLS, QUALIFICATIONS & QUALITIES:**

- Hardworking, proactive, helpful and reliable.
- Well-organised with great attention to detail.
- Self-sufficient – happy working alone, taking initiative and being flexible.
- Excellent written and verbal communication skills and a good telephone manner.
- Kind and friendly.