

EDGBASTON PARK HOTEL
AND CONFERENCE CENTRE

JOB DESCRIPTION

JOB TITLE	Marketing and Social Media Executive
DEPARTMENT	Commercial
RESPONSIBLE TO	Head of Commercial
CLOSE LIAISON WITH	Campus Services Marketing Team & Hotel Commercial Team

Job Summary

Responsible for coordinating and implementing an effective social media strategy and providing administration support to increase brand awareness, engagement and revenue; working collaboratively with other departments and stakeholders to achieve the Hotel's vision and goals.

Key Responsibilities

Digital:

- **Social media:** own the content strategy and community management for marketing-led activity.
- Write informative and effective copy, schedule / boost posts, brief / liaise with wider commercial team as required, generate assets in-house and work with key stakeholders to develop and deploy campaigns.
- Daily management and scheduling of all the Hotel's social media channels, including but not limited to Facebook, Twitter, Instagram, LinkedIn, and TikTok.
- Monitor and analyse social media metrics and provide regular reports to management on the effectiveness of social media campaigns and initiatives.
- Coordinate the Hotel's CRM system (Revinat) with analysing campaigns, managing guest segmentation, preparing reports and recognising customer trends.
- Develop and maintain relationships with influencers, partners, and organisations to promote the brand and drive future business.
- Stay up to date with industry trends and best practices and make recommendations for new marketing and social media opportunities.
- Proactively reviewing, maintaining and developing content of webpages with the campus services marketing team.
- To review all hotel booking channels including online travel agents to ensure all content and copy is up to date and correct.
- Coordinate ideas for email marketing campaigns and newsletters to communicate with customers and prospects.
- Review online review platforms and feedback relevant trends and performance to the management team.

Marketing Administration:

- Assist with the production brief of marketing materials and literature including managing poster and brochure distribution, briefing printers and sourcing hotel merchandise.
- Research upcoming events/ national days and implement a marketing and social media plan in line with the activity.
- Coordinate Hotel content photo and videography shoots, ensuring content is shared and saved with all key stakeholders of the business.
- Conduct competitor analysis and league table data analysis and making recommendations as appropriate.
- Monitor the Hotel's sales and marketing budgets including raising purchase orders for all marketing collateral, checking invoices and liaising the finance team.
- Attend monthly commercial meetings and present on marketing activities, future focus and social media performance.
- Attend monthly marketing meetings with the commercial team and campus services marketing team, focusing on future projects, submitted briefs and support required.
- Manage and coordinate the relationship and communications with our key charity partners.
- Support the proactive sales team with preparation and representation at industry events, tradeshow and exhibitions, if required.
- Provide other marketing and communication administrative support for the management team and key stakeholders.
- Any other duties, as required.

Main Contacts (External/Internal)

Contacts	Frequency	Purpose
Head of Commercial (Edgbaston Park Hotel)	Daily, weekly, monthly	Objectives, plans briefing and activity progress and result reports.
Campus Services Marketing Team (University of Birmingham)	Daily, weekly, monthly	Collaboration & briefing of activity plans, measurements and results. Briefing of marketing jobs and quality control in line with hotel brand lines.
Campus Services Marketing Team and IT Services Team (University of Birmingham)	As required	Data protection.
Third party agencies	As required	Hotel merchandise and exhibition stands etc.

General Requirements

- Build and maintain effective working relationships across the Hotel.
- Present a professional image of the Hotel to guests.
- Respond professionally and pro-actively to any internal and external queries.
- Actively support and demonstrate the Hotel culture and values.
- Adhere to all Hotel policies, procedures and processes.
- Comply with statutory requirements regarding the workplace such as employment law, health and safety, hygiene, fire prevention, GDPR etc.
- Act with integrity and in the interests of the Hotel at all times.

Person Specification

Experience

- At least 2 years of experience in a marketing and social media role, in a fast-paced and professional environment.
- Professional experience in a Marketing role with a strong understanding of social media and CRM systems.
- Experience within a hospitality venue is desirable.
- Experience of having worked with Revinate CRM is desirable.

Skills and Knowledge

- Highly proficient IT skills, including the MS Office and website editing software. The post holder should also be able to quickly learn new IT skills and software packages as required.
- Highly creative.
- Proven ability to plan and anticipate requirements, proactively planning own (and sometimes others' workloads) to manage time effectively, progress tasks concurrently and work to deadlines.
- Excellent verbal and written communication skills, including the ability to write for different audiences, and to required deadlines.
- Excellent interpersonal skills. The postholder must inspire confidence and command authority with a range of colleagues and provide excellent customer service at all times.
- Ability to work collaboratively with other departments and stakeholders.
- A high degree of professionalism, tact, and diplomacy, and the ability to exercise discretion regarding the handling and management of sensitive information/issues.
- A high degree of initiative, personal judgement, resourcefulness, flexibility, and a self-motivating approach.
- Ability to work effectively in a large, complex organisation, and to develop a good understanding of how the University and higher education institutions work.
- Ability to understand policy and procedures and how to apply these.
- Understands the importance of equality and diversity in the workplace.
- Ability to identify and respond to equality and diversity issues in line with relevant policies and procedures.

Qualifications

- Educated to A Level standard, or equivalent level 3 qualification such as a Level 3 NVQ, or level 3 national diploma or relevant work experience evidencing the skills and ability to undertake the role.
- Minimum of grade C in Mathematics and English at GCSE or equivalent.
- A degree in marketing is desirable.