

Assistant Content Manager - HOTELS

Casa Hotel is the highest AA-rated 4-star hotel in Derbyshire. An independently owned hotel that boasts 100 bedrooms, from spacious doubles to luxurious suites, and 12 meeting rooms accommodating up to 280 guests. It is home to Cocina, a beautiful two-rosette restaurant and relaxed lounge bar, and Barca bar, a high-end cocktail and tapas bar. We pride ourselves on our exceptional service and luxurious offering to our wonderful guests.

With a focus on ensuring corporate clients have a warm welcome and all modern comforts, we are a busy conferencing facility during the week. At weekends we welcome leisure guests who want to explore the local area.

Our sister hotel is the award-winning 4-star **Peak Edge Hotel**, a luxury boutique hotel nestled on the edge of Derbyshire's Peak District National Park located 10 minutes' drive from Chesterfield Town Centre.

We are now looking for an **Assistant Content Manager** focusing on our hotels marketing activities, based on our 6th floor Head Office. This role requires someone who is passionate about creating engaging content, appreciates the role of social channels in the marketing mix and takes pride in seeing their work come to fruition in real life.

More about the role

- Support the broader sales and marketing team in executing an effective marketing strategy to support the delivery of both hotels' operational and marketing objectives, achieving agreed KPIs
- Review, create, develop, and maintain all marketing collateral for the Hotels from brief to delivery in liaising with our internal studio, Clay Creative, adding marketing value in the process
- Work with the Performance Marketing Manager to maximise revenue and engagement from the CRM programme and the website by writing copy, creating content and providing assets where appropriate
- Schedule and monitor all organic content for all our social channels including Facebook, Instagram and LinkedIn and creating all content required
- Manage your own marketing projects, activities and campaigns as advised by your line manager
- To support the marketing of a programme of events and activities throughout the year and to support any tactical operational activities that require marketing input
- Ensure all emails, website, and all touch points are up to date and make sense from a guest journey point of view, making small edits yourself or briefing the Performance Marketing Manager
- Maintain monthly reporting and coordinate marketing input for the Sales & Marketing meetings

Key skills

- Experience in creating content and the management of social channels
- A self-starter who is naturally passionate about marketing and hospitality
- Committed and highly organised individual who has good resilience
- High energy levels with the capacity to deliver operational tasks
- Strong written and verbal communication skills

What you'll get in return

This is a full-time, permanent position with working hours between Monday-Friday 09:00-17:00. Holiday allowance of 25 days + Bank holidays, pension scheme, free parking, Westfield Health employee assistance programme and staff discounts.

Global Brands manages its own recruitment processes - we respectfully request no Recruitment Agent enquiries or calls regarding our vacancies.