**TEMPLATE – JOB DESCRIPTION**

**Digital Marketer**

Have you got digital marketing experience and [a passion for tourism and hospitality]? We are hiring for a Digital Marketer, and we would love to hear from you!

At [insert name of business] we are passionate about [providing world class experiences] and recognise that we can only achieve our ambition by attracting, recruiting, and retaining top talent. We will expect you to work hard and strive to [create engaging and dynamic content that is aligned to our brand]. In return we offer a work environment where [you have our full permission to be creative, in a fun, friendly, and supportive team].

[Whilst we expect you to have an excellent working knowledge of all things digital marketing, we will provide a full induction programme to make sure you get the best start, as well as providing] opportunities for you to develop a career with us.

In this role you will work [insert number of hours] per week, [Monday to Sunday OR You will work X shifts per week with X days off]. You will work at [insert location].

**Responsibilities and Duties**

You will be responsible for:

* [Developing a strategic marketing plan for digital marketing activities.]
* [Planning, designing and effectively delivering SEO, Google search and other digital content.]
* [Planning, designing, and implementing paid and organic marketing and social media campaigns on Facebook, Google Ad Words, and other platforms.]
* [Driving engagement across social media channels.]
* [Managing the day-to-day activities of our website.]
* [Measuring and analysing performance of all activities.]

As our Digital Marketer in you will report to and have the support of the [insert job title of line manager]. You will work closely with the [insert the names of the teams this role will collaborate with] team(s).

**Skills and Experience**

The successful candidate will be [a logical and analytical thinker with a passion for tourism and hospitality.]

As well as being able to demonstrate:

* [An understanding of leading social media trends and techniques and a passion for creating content across key channels including Instagram, TikTok, YouTube and Facebook.]
* [Excellent written and verbal communication skills.]
* [A high level of accuracy with a meticulous eye for detail.]
* [The ability to partner with key stakeholders to drive insights.]

**Pay and Benefits**

We offer [a competitive rate of] [insert rate of pay, per hour/per month]. We also offer a wide range of benefits, including:

[X days holiday per year]

[X employers pension contribution]

[Flexible working]

[Employee assistance programme]

[Mental Health First Aiders]

[Private Medical Insurance with X for you and your dependents]

[Income Protection]

[Life Assurance and Personal Accident Insurance]

[Company sick pay]

[Medical leave]

[Occupational healthcare Service]

[2 days paid leave for volunteering each year]

[Share Incentive Plan]

[Leave Purchase Scheme]

[Cycle to Work scheme]

[Car Salary Exchange Scheme]

[Give as You Earn]

[Employee discount scheme]

[Free Parking Onsite]

[Free meals whilst on shift]

[Transport home]

[Externally accredited training and development opportunities]

[Long service awards]

[Learning & development programmes]

[Enhanced maternity pay]

[Enhanced paternity pay]

[Bereavement leave]

[Team events scheduled throughout the year]