



Marketing and Events Coordinator

About Clovelly

Clovelly Estate Company is a family run business that encompasses Clovelly Village, Clovelly Court Gardens, the Red Lion Hotel, the surrounding woodlands and coastline. CEC's aim is to protect and develop the unique charm and beauty of Clovelly and preserve it for future generations to come. We welcome tourists from the UK and overseas, both as day visitors to the village, and overnight stays in the Red Lion. Clovelly is also a living, working community, with many families having lived in the village for over 100 years.

The Role

This is an exciting opportunity for a passionate, proactive and experienced marketing / events coordinator to join our team. We are looking for someone to lead across two areas:

1. **Digital Marketing:** we are looking for someone with a keen eye for detail, and excellent brand awareness to be part of our dedicated team, working to the needs of the business, capturing exciting, relevant content at key times
2. **Events planning / coordination:** the role will also require planning and on-the-day coordination of our major annual events held in the village. This will include identifying the best partners / suppliers for each event, communicating with them and working with the rest of the team to plan, set up and manage a successful day, whilst controlling budget.

Experience

You should have proven experience in delivering digital media campaigns for specific events and to build brand awareness.

You will need to be highly creative, with experience in identifying target audiences and devising campaigns that engage, inform and motivate.

Required:

- Creative design skills to create marketing material to reach customers
- Strong social media knowledge to include Instagram, Tik Tok, Facebook, X,.
- A solid knowledge of website analytical tools i.e, Google Analytics and Web Trends.
- Ability to create, organise and deliver marketing promotions to all aspects of the business.
- Knowledge to update company websites.
- Ability to keep pace with current digital and market trends, researching opportunities that may benefit the business across mobile, social media and the wider web.
- The ability to capture and create digital content for social media channels.
- Ability to understand, anticipate and exceed customer needs, and respond to reviews and comments on digital platforms.
- Seek out new opportunities for online marketing campaigns.
- Strong planning and organisational skills, with the ability to manage multiple campaigns.

- Ability to manage own deadlines and workloads.
- Must have impeccable spelling/grammar in order to create engaging and precise content.
- Excellent verbal and written communication skills.
- Make sure all promotions and events are consistent and on brand and that they showcase our seasons.
- Understanding of SEO principles and optimising content for search.

This position is an onsite role, based in Clovelly with potential 'working at home' hours when suitable.

Salary: Dependent on experience.

Hours: 3 days a week (with the possibility of extra days during busier periods).

Days: Variable to include some weekends.

Applicants must have their own transport to be able to commute to Clovelly.

Applicants must be eligible to work in the UK.