

## **Crown Quarter**

### Job Specification

Position: Marketing, Sales and Social Media Executive

Responsible for: Crown Quarter

Reports to: Sales, Marketing & Revenue Manager

Crown Quarter – an exciting new accommodation & food venue experience coming to Wexford Town is recruiting for a marketing, sales & revenue executive.

Location: Head office is located in Enniscorthy, working between both Wexford and Enniscorthy Office.

This is a fantastic opportunity for someone looking to grow their skills in digital marketing and who has a passion for marketing.

### **Key Requirements:**

- **Live to and embody the values of the business**
- **To be innovative – developing and implementing new ideas contributing to company success.**
- **Have excellent communication skills**

### **Key Job Aims**

- Undertake daily administrative tasks to ensure the functionality and coordination of the company's activities.
- Support line Manager in organising various projects. Project management skills are essential, and the ability to complete multiple tasks simultaneously and to a high standard.
- Employ marketing analytics techniques to gather important data (social media, web analytics, rankings etc.)
- Maintain social media accounts daily, creating content, engagement with customers and monthly reports.
- Creating social media weekly calendars to promote all aspects of the business.
- Assist in the organising of promotional events and traditional or digital campaigns and attend them to facilitate their success.

- Support the implementation for social media yearly plan and social media adverts.
- Compose online content on company websites and social media accounts. Create web content, develop and deliver social media campaigns, creative online designs, e-newsletter, blogs.
- Communicate directly with clients and encourage trusting relationships when required. The ability to build and maintain relationships with clients and networks is essential for this role.
- A good understanding of local knowledge, tourism and hospitality experience marketing strategies.
- Excellent communication and presentation skills required face to face, telephone and all online platforms. Exceptional computer literacy to include MS Office, presentations, social and all digital media platforms.
- A creative and innovative mindset is required. The ideal candidate will be flexible to achieve targets and complete projects in allocated time.
- Work closely supporting at times our sister property the Riverside Park Hotel.

#### **Accountabilities:**

##### **Operational**

- Ensure consistency and growth in productivity by providing excellent service
- PR: answering reviews on and offline, in keeping with the tone of the company policy.
- Assist in the direct development and organisation of special events, promotions and creation of marketing campaign's.
- Sales calls to organisations, associations to increase revenue.
- Maintain detailed information on competitive set both locally and regionally and monitor trends in the industry and update senior management on a weekly basis.
- Weekly, monthly sales and engagement reports to be compiled and presented for management.
- Flexibility on working hours will be required. This will include light social media cover on allocated weekends and evenings.

## Planning and Organizing

- Helping identify marketing trends and key opportunities for innovation.
- Helping compile and marketing strategy and plan.
- Learning and working with various types of software for digital marketing.
- Providing administrative support to the team manager.
- Preparing, formatting and editing a range of documents.
- Understanding company product and brand.
- To create, review and regularly update marketing plans with Marketing Manager.
- To regularly monitor all factors capable of affecting the business.

## General

- To interact and communicate with clients and colleagues in a courteous, friendly and professional manner at all times.
- To be fully aware of all company policies and procedures.
- To be consistently well groomed and professional in appearance and presentation at all times.
- To monitor all display of marketing information and ensure information is up to date and accurate.
- To be innovative – developing and implementing new ideas contributing to company success.
- To protect and promote the image of the Company at all times, both in print and verbally