



Marketing & Events Co-ordinator

Job description (updated Aug 2017)

Introduction

The Marketing & Events Co-ordinator is responsible for driving the visibility and credibility of our brands. The candidate would support the team to implement the strategic objectives for all 7 North Bar venues plus the North Brewing Co brewery and tap.

With a wide range of duties the role requires strong social, commercial and practical skills. Ability to manage your time effectively is essential.

A 'can do' attitude is required at all times.

You will report to the Operations Manager and Directors.

Hours of work

The Marketing & Events Co-ordinator will work 40 hours per week on a flexible basis.

Wages

Dependant on experience

Location

The job is based in the Leeds Travel to Work area.

Holiday Entitlement

You are entitled to 28 days holiday (including public holidays) in each holiday year (1 April to 31 March) pro rata based on a 44 hour week.

Company Overview

A lot has changed in the 20 years since we opened North Bar... but our vision is still the same: unparalleled service, great drinks, an inviting atmosphere and an inspiring place to be. We've now got 7 of those inspiring places to be...and always on the lookout for more. And we're constantly working on getting better and better.

Since launching in 2015, North Brewing Co has quickly established itself amongst the leading breweries in the country. From winning Best IPA at Imbibe 2017 to being nominated for the Best Brand / Design at the Beer Marketing Awards 2017 we're proud of what we are achieving and we know there is a lot more to come.

Joining this team would put you at the heart of a ridiculously fast-paced environment, where you will be working alongside designers, brewers, bar managers and a head office team who share the same passion for success and growth as you do.

Typical work activities

Responsibilities will include;

Marketing & PR

- Responsible for updating the websites
- Creating & sending monthly emailed newsletters to both staff and customers
- Creating packages of marketing for special occasions (i.e. Christmas Dinner at The Cross Keys, Wedding bookings, Advent Beers etc)
- PR and communicating with press; both local, national and trade-specific including writing regular press releases
- Being point of contact for bars in need of marketing (i.e. poster/ flyer commissioning, printing and distributing)
- Oversee creation, sourcing, ordering and marketing of merchandise (t-shirts, bags etc.)

Events

- Increase the revenue generated by the function rooms using strategic marketing and targeting of relevant businesses
- Organising and advertising events alongside venue managers
- Attend events to create a published commentary using social media
- Liaising with customers and managers to ensure smooth service and running of all events, plus collecting feedback post-events.
- Identifying opportunities and areas to improve and develop the services and facilities the venues have to offer
- Create and maintain a thorough events schedule for both brands
- With venue managers oversee the promotion and ticket sales of all events
- Achieving room-booking targets agreed with the directors for each site
- Responding positively to customer enquiries in every format (social media, email, telephone etc), and building up a database of customers

Social Media

- **Implement a precise and distinct voice for each bar**
- **Organise and carry out training with managers and key-holders on social media strategy and techniques**
- **Co-ordinate social media for all bars plus the brewery and monitor output**
- **Increase social media output effectively**
- **Encourage inter-bar communication on all social media platforms**
- **Seeking out conversations, comments, blogs, and general content online regarding North Bar Ltd & North Brewing Co and respond and share as appropriate. Increase reach and visibility to those already aware of us, in turn engaging a new audience**
- **Responsible for writing weekly or bi-weekly blog posts**

Additionally, you will be required to maintain the following;

- **Build links with local and national media outlets, bloggers, organisations, and tapping into their audience (essentially managing PR)**
- **Alongside directors and managers, coming up with new events and ideas in response to trends and analysis of community sectors**
- **Responsible for PR and marketing of North Brewing Co brewery, tours, and tap room**
- **Monitoring the presentation of the bars, assessing and applying necessary actions to improve. This would include ensuring posters are displayed, signage is up-to-date, menus are well-presented and venues are suitably decorated for events.**
- **You will be responsible for the sourcing and storage of decorations and arrange replacement of damaged goods as required.**
- **Attending weekly Head Office meetings, monthly management meetings & discussing all relevant issues concerning the marketing of our brands.**
- **Help to manage head office calls and enquiries, give access to deliveries and look after visitors to HQ**

The above job description is a non exhaustive list and you may be required to carry out further tasks specified by the company that are outside of your job description on occasion, to meet the needs of the bars.