

JOB VACANCY

MARKETING OFFICER

ABOUT THE ROLE:

Highball Climbing Centre is entering an exciting new phase of development as we continue our recovery from the impacts of Coronavirus. We're looking for a Marketing Officer who can keep us engaged with our loyal customers, connect with new customers, promote the sport of climbing, and strengthen our brand locally and nationally.

It is a part-time position circa 24hrs per week (negotiable) with the opportunity to work some of these hours flexibly. There is also potential for additional hours in other roles e.g events, front of house, etc. which could help create a full time role if required. We are a small business so it is essential all members of our team are willing to get stuck in and help out when other members of the team are on leave or unavailable.

The role will report directly to the Managing Director and work closely with the Sales and Marketing Team.

Key Accountabilities:

- **Purpose:** Keep us connected to our customers; grow the business; build the brand.
- **Strategic:** Develop systems and methods for achieving our marketing objectives.
- **Tactical:** Create and schedule content for web, socials and email marketing; Design simple marketing assets and graphics; Build lead generation flows; Capture and record data.
- **Brand:** As the key member of the Marketing Team, you will deliver the virtual voice and personality of our business. Your standards, methods, and personal delivery must constantly uphold our company's vision, core values, and culture.

Salary & Benefits

Pay: Up to £24,544 pro rata, based on experience.

Benefits: Pension, Funding for Training, Free Climbing, Retail and Cafe Discounts

ABOUT YOU:

You'll be a great story teller with working knowledge of social media platforms and a good understanding of sales and marketing principles and tactics. You don't have to be an expert but you will be a quick learner and motivated to learn new skills.

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Necessary Skills / Attributes:

- Professional interest in social media and marketing
- Excellent communicator
- Self motivated / quick learner
- Ability to plan and prioritise work
- Attention to detail
- Creative Ideas and problem solving
- Min GCSE English grade C

Advantageous Skills / Attributes:

- Social media management
- Content and email marketing
- Photography, videography, graphic design, typography
- Team leader experience
- Project management
- Indoor or outdoor climber
- Training/education in Marketing or Design

If you're excited to take control of our marketing efforts, help us improve what we do and how we do it, and take a lead role in Highball's future growth, then please get in touch!

ABOUT HIGHBALL:

Our vision is to be a great place to work, climb, train and hangout.

Every member of our crew plays a vital role in the evolution and growth of our business so we aim to hire people who are smart, determined, and honest, and we favour ability over experience. Whilst the Highball Crew share the common vision and values (Safety; Passion; Simplicity; Never Stand Still) of the company, we all hail from different walks of life, reflecting the audience that we serve.

We strive to maintain the open culture often associated with start-ups, in which everyone is a hands-on contributor and feels comfortable sharing ideas and opinions and solving issues. Whilst the operation can at times appear huge, we are a small business and you can make a difference; positive changes can occur quickly.

As an accredited Living Wage Employer we guarantee that every member of our team is paid a fair wage. Working hours for this role are regular and part-time, offering the ideal opportunity to work alongside studies or add a bit of variety to your work life.

Fair Pay. Regular Hours. Funding for Training. Free Climbing.

HOW TO APPLY

Please send us your CV and a Covering letter to admin@highballnorwich.co.uk. These should both be in PDF format and don't forget to let us know why you want to work with us!

The closing date for applications will be Monday 18 July 2022.

The application process may consist of up to three stages (an initial telephone/ online interview; a face to face interview; an assessment or trial shift) and we will require two excellent references.

Start Date: ASAP



