



Whitelock's Group - Marketing Assistant
Full time - 40hrs a week based in Leeds City Centre
Salary: £25,500 p.a.

THE ROLE

As Marketing Assistant, you will support the Marketing Manager with delivering Marketing activities and strategy across our group of Yorkshire hospitality venues.

You will have a particular focus on social media management and content creation across all our venues and will work from our Leeds city centre office, and across the venues.

The nature of the role is likely to include some evening and weekend work.,

The Whitelock's Group is an independent hospitality company based in Leeds, West Yorkshire. Our venues include Leeds' oldest pub, the iconic Whitelock's Ale House, the Meanwood Tavern, White Cloth Hall all-day food and drink hall and The York Public House (Sheffield). It is anticipated that there will be at least two new openings in 2025.

Requirements

- Support the Marketing Manager in overall social media management.
- Responsibility for the social media calendar, scheduling agreed content across all channels.(Instagram/Facebook/Tiktok/LinkedIN)
- Assist in day to day content creation for all venues including video and photography.
- Write and proof read engaging copy to support social media posts.
- Identify and reach out to influencers who will be able to amplify our venue across social media platforms.
- Support in creating regular e-newsletters to our customer database.
- Work with all venues to ensure in venue marketing materials and POS is regularly updated.
- Track performance of social media content and report on a weekly & monthly basis.
- Support the venue teams with events and work with the office manager on managing and monitoring events bookings and update email databases.
- Responsible for maintaining the photo and video libraries for all venues and working with the Marketing Manager to ensure shoots are booked as and when required.

The Person

- Previous experience in a marketing role is desired
- A creative, energetic individual. (No two days are the same and there is loads to do!)
- Great organisational skills.
- A people person, comfortable communicating with people at all levels of the organisation.
- Able to demonstrate a passion for the hospitality industry and the city of Leeds.

To apply, please send a CV and cover letter outlining why you would be the right person for this role and why it appeals to you. Please send your CV & cover letter to our Marketing Manager adam@whitelocksleeds.com.

Closing date is 03.03.25, and we may hold first round interviews with suitably qualified candidates before the closing date.