

# DIGITAL MARKETING JOB APPLICATION

We're looking for a proactive and detail-oriented individual to join our expanding Digital Marketing Team.

**Application Deadline:**

**Wednesday 31<sup>st</sup> January 2024**

Email a cover letter, CV and any examples of work to

[Melissa.Aylott@stockvale.co.uk](mailto:Melissa.Aylott@stockvale.co.uk) and [Emma.Dodson@stockvale.co.uk](mailto:Emma.Dodson@stockvale.co.uk)

*Please bear in mind that not every applicant will be interviewed.*

## AVAILABILITY

You must be available to work bank holidays, weekends and all holiday periods.

## JOB DESCRIPTION

As a Digital Marketing team member your responsibilities will include:

- ❖ Maintaining and posting engaging content across all social media platforms for Stockvale Ltd (Adventure Island, Sealife Adventure and Catering Outlets).
- ❖ Analyzing trends across all major platforms and producing content accordingly.
- ❖ Regularly monitoring and reporting on social media stats.
- ❖ Monitoring competitor activity.
- ❖ Brainstorming new and creative content ideas.
- ❖ Helping to maintain and update the websites of all businesses.
- ❖ Monitoring and responding to reviews on platforms such as TripAdvisor, Google reviews and Facebook.

## YOU NEED TO HAVE:

- ✓ Experience and knowledge in digital marketing and social media platforms.
- ✓ Confidence in creating and posting engaging content to Facebook, Twitter, Instagram, TikTok and YouTube.
- ✓ Passion and genuine interest in social media and keeping up with trends.
- ✓ Excellent written and verbal communication skills.
- ✓ The ability to adjust content depending on the social media platforms and their target audiences.
- ✓ Excellent organizational skills and the ability to complete tasks to a high standard and to deadlines.