



Job title: Digital & Content Producer

Reports to: Head of Marketing

Job Description: We are looking for a passionate digital and social media marketing executive to support and drive the digital and social media activity and presence across all the business pillars at Sir Richard Sutton Ltd. You will drive brand awareness of all areas of Sir Richard Sutton Ltd and sales/leads through website development and marketing campaigns, creating engaging email content, managing social media content calendars and creating fresh, on brand content for our social media accounts across Facebook, Instagram, TikTok and LinkedIn.

You will also collaborate very closely with the rest of shared services and the operational teams within property, farming and hotels to hit their digital and social media needs, creating engaging and relevant content.

Key Responsibilities:

Your role as digital marketing and social media executive will include:

- Executing the quarterly digital marketing plan and contributing to the annual marketing strategy.
- Ensuring all marketing across the various business pillars is aligned with the wider marketing and business strategy.
- Collaborating with the digital marketing agencies, their workflow and their priorities across website development, paid search, SEO, metasearch, website UX and social media advertising and making sure their objectives and their focuses are aligned to the wider business objectives.
- Overseeing all social media accounts across Facebook, Instagram, Tik Tok and LinkedIn (plus any new platforms that might be adopted) for all areas of the business. This includes managing the plan, writing posts, collecting and creating content, approving posts, reels and stories, scheduling and reporting on them.
- Managing content across all digital marketing channels including social media images/reels or brand images and videos. You will brief, book, participate, run and edit content from any such shoots.
- You will oversee the content planning calendar and have a regular schedule of written blogs/articles to write to enhance our digital presence.
- You will work with the operational teams and support them with community relations that can be maximised across social media. This could include local charity work, sustainable activities, local food and drink partners, local press and local tourism boards.
- Reporting monthly on website and social media performance, highlighting any necessary trends that the rest of the commercial team need to be aware of.

- Developing the individual business websites and working with the digital marketing partner to suggest and implement enhancements to improve the guest journey.
- Working alongside the marketing manager, you will bring any brand or tactical campaigns alive online ensuring they are marketed appropriately and to the right audiences.
- Regularly updating and optimising website content, developing website sections as the business evolves, writing content based on keyword research and being an active part of any web development projects.
- You will recommend and reach out to influencers that would support and increase reach/awareness of hotels, being pivotal in organising specific influencer events. At times you will need to attend influencer events and support our PR agency on organising them too.
- Creating email marketing campaigns to support different areas of the business including property, hotel leisure and meetings.
- Growing the opted-in database through innovative marketing campaigns and ideas.
- You will measure all of your activity based on a set of agreed KPIs and quantify the impact on brand perception, audience, new leads and revenue that your activity has had.

Skill and Qualifications:

- You will have experience of working in a hospitality marketing role and currently be a marketing executive within a hospitality group, high-quality restaurant, leisure group or digital marketing agency with hospitality clients.
- You will have a strong understanding of the hotel and restaurant sector.
- You will enjoy writing content, creating and editing reels and stories and have experience of working with CMS platforms to optimise web content and build website landing pages.
- You will be a kind-hearted person and care for your colleagues, the brand and the local communities we work in.
- You will be a team player.
- You will be confident, take pride in your marketing communications, have a very keen eye detail and want to do things well.
- You will stay true to the brand and to yourself creating ideas and campaigns that reflect the vision and aspirations of the stakeholders.
- You will naturally be inquisitive and want to stay on top of trends to create stories for Sir Richard Sutton Ltd that differentiate us from our competitors.
- You will be creative, flexible and adaptive in an industry that is incredibly fast-paced.
- You will be ambitious and show an interest in the results driven from your campaigns to add real value to the brand.

Location: This is a hybrid role which will include travel to all business areas including Bath, Windsor, London, Newbury and Lincolnshire.

Mandatory Training: Employees are required to complete all assigned online training modules by the specified due dates to ensure compliance with company policies and regulations.

Role Flexibility: This role description provides an overview of the primary responsibilities associated with the position. However, employees may be required to perform additional tasks or duties as reasonably requested to support the needs of the business.

DE&I: We believe that work should be a place where everyone feels valued, supported, and truly belongs. We recognise the responsibility we have in shaping our employees' experience. We work hard to create an environment where every team member feels cared for, trusted, and empowered to be themselves.

We are committed to fostering an inclusive culture where everyone can thrive, contribute, and feel a true sense of belonging. We welcome applicants from all backgrounds and strive to make our recruitment process as accessible as possible, including making adjustments for those who need additional support. If you would like us to make any reasonable adjustments during the application process, please let us know before your interview

Health and Safety Statement: All employees are required to adhere to the company's health and safety policies and procedures at all times to ensure a safe working environment for themselves, their colleagues, and others. Employees must also promptly report any hazards, incidents, or near-misses to their manager.

ESG: We recognise our responsibility to the planet and have committed to reducing our impact on it. Our dedicated team are actively working towards ESG initiatives and we hope that you can be part of our long-term sustainability journey.