



Junior Marketing Executive

Crerar Hotel Group has an excellent opportunity for a motivated and passionate individual to join the central marketing team working across two brands. As Junior Marketing Executive you will be responsible for supporting the Marketing Managers and Digital Marketing Executive, carrying out regular and essential tasks, which will have a positive impact on the smooth running of the department.

Brands: easy-breaks.com and Crerar Hotels

Reporting to: Marketing Manager & Head of Sales & Marketing

Key role responsibilities:

- Essential marketing administration tasks
- Creative writing and proofreading online copy
- PR activity online
- Maintain social media platforms, create, analyse and report on campaigns
- Manage updates and content within the CMS and email environment
- Managing external relationships with content writers
- Updating customer databases
- Coordination of information surrounding marketing collateral
- Market research
- Regular competitor analysis
- Support Marketing Managers with projects and general activities
- Website auditing

Personal attributes:

- Well organised and self-motivated
- Excellent command of written English with copy accuracy
- Demonstrate a high level of attention to detail
- Work effectively under pressure and able to meet deadlines
- Understand websites and online interaction in everyday use
- Strong administration skills
- Good communicator and enjoy being part of a team
- Committed and hard working

Qualifications, experience and training:

This role will suit a marketing graduate or junior marketing executive looking for a new challenge and who wants to pursue a career in digital marketing with a keen interest in hospitality, travel and tourism. There is a key role emphasis on the paid advertising space and analytical measurement of ROI with key performance indicators attached.

In return we offer: £18-£20K pa (dependent on experience)

Crerar Hotel Group is one of Scotland's leading privately owned hotel companies. Crerar Hotels work hard on talent development and always look to progress individuals through internal promotion. This role represents a good opportunity for a dynamic individual to join a dynamic company.

Please send your resume and brief covering letter outlining your experience and skills to Stacey Fleming, Head of Sales & Marketing c/o Michelle Robertson at micheller@crerarhotels.com.

Thank you for your interest in Crerar Hotels. Should we wish to progress with your application, we will aim to respond within 14 days. **No agencies at this stage please.**