



M A R A Y



#### **MARKETING MANAGER - QVO HOSPITALITY**

**Working Location** - Manchester & Liverpool

**Job Type** - Full-time

Full time, split over 2 days per week based in Liverpool, 2 days per week based in Manchester, 1 day remote. Some flexibility around working hours is required to fit the needs of the business.

**Salary** - £38,000.00 per year

QVO Hospitality comprises 4 brands - Maray Restaurants, Buyers Club, Rose Street Falafel and The One O'Clock Gun.

**Purpose of the Role** - To Coordinate, Orchestrate, Manage and Report on the company marketing strategies.

An exciting opportunity to work within the senior team of a dynamic, growing hospitality group. As marketing manager you will coordinate, orchestrate, manage and report on all of the marketing activities across QVO Hospitality, from small scale campaigns to new openings, menu launches and events. You'll oversee our online channels and platforms, and work directly with the brand director and ops team to deliver the brand and marketing strategy.

This role is primarily focussed on the primary Maray brand, but will also cover the other brands within QVO Hospitality - Buyers Club, Rose Street Falafel (at Boxpark), and The One O'Clock Gun.

## Key Activities and Responsibilities

- Coordination and orchestration of the marketing strategy
- Project lead on campaigns
- Online platform management - website, Google business, Resdiary/Dishcult, Trip Advisor
- Management of central brand assets
- Liaise with and manage external designers on the creation of creative assets
- CRM - support on the creation of newsletters, management of automations and monthly reporting
- Support on social media strategy; coordinating photoshoots with photographers and content creators
- Work alongside and liaise with PR team
- Work alongside and liaise with Community Manager
- Coordinate paid advertising campaigns across social media and search platforms
- Management of Toggle gift card platform
- Attend networking events to foster relationships and explore opportunities
- Evaluate current offerings and devise strategies for introducing new products or services
- Research market trends, demographics, competitor products, and pricing schedules to inform marketing strategies

## Desirable Skills and Experience

- Literate with Adobe creative suite
- Experience in project management
- CRM management
- Strong understanding of brand, digital, CRM, PR and social media
- Process driven, organised and with a high level of attention to detail
- Experience of presenting to internal and external teams

## Benefits:

- Casual dress
- Company events
- Cycle to work scheme
- Discounted or free food
- Employee discount
- Enhanced maternity leave
- Enhanced paternity leave
- Gym membership
- Referral programme
- Work from home

## Schedule:

- Flexitime
- Monday to Friday

Please send CV and cover letter to - [lorna@qvohospitality.com](mailto:lorna@qvohospitality.com)

Application deadline: 05/05/2024