

MARKETING ASSISTANT



The
Scotch Whisky
Experience

We're looking for a natural communicator who loves to create inspiring content to join our award-winning marketing team. This is a key role giving the world a great understanding of the Scotch Whisky Experience and all that we have to offer.

Location: The Royal Mile, Edinburgh, EH1 2NE
Hours: 36.25 hours per week
Monday to Friday with occasional evenings and weekend work
Salary: £19-21k dependent on experience

You will already be:

- A brilliant communicator with the ability to flex tone of voice and style
- A great team player, with an open attitude to everyone
- Able to create beautiful video and photo content and produce inspiring writing
- Patient and focussed with a pride in attention to detail in communications
- Inquisitive, a keen learner as technologies and platforms develop
- Excited to share our story with the world
- Confident and inspiring with a desire to share your passion about marketing

You may have worked in tourism or the Scotch whisky industry before, but this isn't essential if you have the enthusiasm and personality we're looking for.

The role will require you to:

- Provide support for all marketing requirements across all departments
- Create content for all our digital and social platforms and implement campaigns
- Be confident in IT and in particular the use of social platforms, SproutSocial, video and photo editing tools, website CMS, SEO, analytics and campaign monitoring platforms
- Create email campaigns and manage databases
- Look after our survey platform and review sites
- Create and update marketing collateral for all departments
- Liaise closely with all departments
- Measure success and constantly learn from your activity
- Assess, manage and host blogger and media requests
- Act as an ambassador for Scotch whisky, Edinburgh, and Scotland as a whole



We are a five-star visitor attraction in the heart of Edinburgh and our vision is to make the world fall in love with Scotch whisky.

People are at the heart of what we do so we are looking for a motivated individual who can help communicate our message to the world.

We'd love for you to look around our social channels, website and [team blog](#) which covers whisky, things to do in Edinburgh and a peek behind the scenes here at the Scotch Whisky Experience!

If you're ready to apply then let us know why you would love to work for us and show us how you have the skills and experience necessary by [sending](#) us your covering letter and CV to jobs@scotchwhiskyexperience.co.uk Don't forget to let us know where you saw the job advertised.

We can't wait to hear from you!