

Marketing Assistant

We're looking for a passionate and creative individual to join our award-winning marketing department, where you will be covering all marketing communications, for both our team and our products. The role requires a skilled and strong communicator with an eagerness to learn new skills and offers great marketing progression within a five-star visitor attraction.

The Scotch Whisky Experience

We exist to help the world fall in love with Scotch whisky. We achieve this by inspiring, enthusing, educating, and impassioning our visitors about Scotch whisky in everything we do. Located at the top of Edinburgh's historic Royal Mile, we embody Scotland's renowned hospitality and ensure everyone receives the warmest of welcomes. We work together within a team environment of trust, support, friendliness, and enthusiasm.

What about you?

- ☞ A brilliant communicator with the ability to flex tone of voice and style
- ☞ Willingness to learn new skills and adapt to the latest trends, platform developments and technologies
- ☞ Ability to create beautiful video and photo content and produce inspiring writing
- ☞ Competent with marketing IT and platforms
- ☞ A great team player, with an open attitude to everyone
- ☞ Patient and focussed with a pride in attention to detail
- ☞ 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.



What will you be doing?

- 🕒 Creating beautiful, on-brand content for all our digital and social platforms and implementing marketing campaigns
- 🕒 Working confidently with our platforms;
 - 🕒 SproutSocial – social media
 - 🕒 PowerDirector & GIMP – photo and video editing
 - 🕒 Wordpress CMS – website
 - 🕒 InDesign & Canva – graphic design
 - 🕒 Google Analytics
 - 🕒 DotDigital – email campaigns and surveys
- 🕒 Taking product and lifestyle photography shots for our online shop (ability to use DSLR camera is beneficial)
- 🕒 Maintaining and updating our website
- 🕒 Working on paid social media campaigns to ensure the correct demographic is reached
- 🕒 Creating blog posts, news articles and event listings with inspiring copy and images
- 🕒 Creating email campaigns and managing databases compliant with GDPR
- 🕒 Looking after our customer surveys and review sites and reporting results
- 🕒 Creating and updating marketing collateral for all departments
- 🕒 Liaising closely with all departments
- 🕒 Measuring success and constantly learning from your activity
- 🕒 Assessing, managing and hosting blogger and media requests
- 🕒 Acting as an ambassador for Scotch whisky, Edinburgh and Scotland as a whole

Salary – £20 to £25k dependent on experience

Location – The Scotch Whisky Experience, 354 Castlehill, The Royal Mile, Edinburgh, EHE 2NE

Monday to Friday with occasional evenings and weekend work

Apply to marketing@scotchwhiskyexperience.co.uk

