



Marketing Assistant

STRONG COMMUNICATOR AND CREATIVE INDIVIDUAL

We're looking for a passionate and creative individual to join our award-winning marketing department, where you will be covering all aspects of marketing communications. The role requires a strong communicator, skilled in graphic design and all aspects of social media, with an eagerness to learn new skills. The position offers marketing progression within a five-star visitor attraction, recently named Scotland's Best Visitor Attraction in the Scottish Thistle Awards 2024.

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
- Competence in marketing and design platforms
- A great team player, with an open attitude to everyone
- Patient and focussed with 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 and design

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.



Marketing Assistant

What will you be doing?

- Creating high-quality, on-brand content, including photos and videos for all our digital and social platforms
- Working confidently with our platforms:
 - SproutSocial – social media
 - Adobe creative suite – photo and video editing
 - Canva – graphic design
 - Wordpress CMS – website
 - DotDigital – email campaigns
- Taking product and lifestyle photography and videography shots – ability to use DSLR camera, lights, microphones, gimbles etc
- Assessing, managing and hosting blogger, influencer and media requests
- Managing Instagram collabs
- Managing Facebook, LinkedIn, Instagram, YouTube and, our soon to be launched, TikTok channel
- Assisting with paid social media and Google campaigns to ensure the correct demographic is reached through the assets created
- 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 review sites and online social messages to respond and interact
- Creating and liaising with all departments on the updating of marketing collateral and capturing content for social media.
- Measuring success through monthly social media report metrics and constantly learning from your activity
- Liaising with external print companies to provide print ready artwork
- Acting as an ambassador for Scotch whisky, Edinburgh and Scotland

Desirable

Graphic design qualification – proficient in InDesign, Illustrator and Photoshop

Salary

£24-28k depending on experience

Location

The Scotch Whisky Experience, 354 Castlehill, The Royal Mile, Edinburgh, EH1 2NE
Monday – Friday on-site, with occasional evenings and weekend work.

To apply:

Please send your CV and a covering letter stating why you would be the person best suited for this job to:
marketing@scotchwhiskyexperience.co.uk

Application deadline: Friday 20th December 2024

