

**Job Title:** Marketing Assistant / Social Media Manager

(Maternity Cover – 1 Year Fixed Term)

**Reports to:** Hotel Director

**Department:** Marketing

**Hours:** 25 hours per week (flexible working pattern to be agreed)

**Working Pattern:** Monday to Friday, with occasional evening/weekend work to support events and key campaigns

**Contract Type:** Fixed Term – 12 Months (Maternity Cover)

**Salary:** £35,100 per annum (full time equivalent, pro rata) / £18 per hour

Located in the heart of St Helier, The Royal Yacht is one of Jersey's leading hospitality destinations, offering luxury accommodation, multiple restaurants and bars, a renowned spa, event spaces, and a vibrant nightlife experience.

The hotel is home to award-winning dining, premium event facilities, and Spa Sirene, a luxury spa - making it a central hub for both visitors and the local community.

We pride ourselves on delivering exceptional guest experiences, high service standards, and dynamic marketing that reflects the quality and energy of our brand.

## Job Summary

The Marketing Executive / Social Media Manager will play a key role in driving brand awareness, guest engagement and revenue across all areas of the hotel. Social media plays a huge role in the promotion and day-to-day visibility of the business, and this role will take ownership of planning, creating and delivering engaging digital content.

Working closely with the Hotel Director and departmental managers, the post holder will be responsible for promoting accommodation, restaurants and bars, spa services, events, weddings, conferences, seasonal campaigns, gift vouchers and nightlife.

This is an exciting opportunity to be part of a fast-paced, creative and collaborative team within one of Jersey's most recognised hospitality brands.

## **Job Context**

The post holder will be based at The Royal Yacht Hotel in St Helier.

Core working hours are flexible and will be agreed with the Hotel Director. Occasional evening and weekend work may be required to capture content and support events, launches and key campaigns.

The role requires regular collaboration with senior management, department heads, external suppliers and media partners.

## **Accountabilities**

The accountabilities of the role will include but are not limited to the following areas:

1. Social Media Management
2. Digital Marketing & Campaign Management
3. Content Creation & Brand Storytelling
4. Website & Email Marketing

### **1. Social Media Management**

- Plan, manage and deliver The Royal Yacht's social media presence across platforms including Facebook, Instagram, LinkedIn, TikTok and emerging channels as appropriate.
- Create, schedule and publish engaging, high-quality organic and paid content.
- Develop platform-specific strategies to grow reach, engagement and bookings.
- Capture real-time content across the hotel including guest experiences, events, dining, spa, and nightlife.
- Respond to comments and messages in a timely and professional manner.
- Monitor online reputation and reviews, escalating where appropriate.
- Stay up to date with digital trends, hospitality marketing innovations and competitor activity.

### **2. Digital Marketing & Campaign Management**

- Support the development and execution of integrated marketing campaigns to drive room bookings, restaurant reservations, spa bookings, events and seasonal promotions.

- Assist with paid social media advertising campaigns
- Work with external agencies on digital advertising, PR or design projects.
- Coordinate promotional activity for key trading periods (Christmas, summer season, Valentine's, weddings, corporate events, etc.).

### **3. Content Creation & Brand Storytelling**

- Produce high-quality written, photographic and video content including reels, stories, promotional videos and graphics.
- Ensure all content aligns with the hotel's tone of voice and brand identity.
- Work closely with department heads to identify marketing opportunities and key stories.
- Design, edit and update restaurant menus, drinks lists and in-house promotional materials
- Create promotional artwork and graphics for events, seasonal campaigns, themed nights etc.
- Prepare print-ready and digital artwork for internal use, website updates, social media and advertising placements.
- Maintain brand consistency across all visual assets and marketing collateral.
- Knowledge of Adobe Creative Suite (InDesign, Photoshop, Illustrator and Video editing software) would be highly advantageous due to the design requirements of this role.

### **4. Website & Email Marketing**

- Assist with updating and maintaining website content to ensure accuracy & seasonal relevance
- Support the creation and distribution of marketing emails and newsletters.
- Knowledge of WordPress and MailChimp would be highly advantageous

<b>Person Specification</b>		
<b>Marketing Assistant/Social Media Manager</b>		
	<b>Essential</b>	<b>Desirable</b>
<b>Knowledge &amp; Experience</b>	<ul style="list-style-type: none"> <li>• Experience managing social media channels for a brand or organisation.</li> <li>• Experience creating engaging digital content.</li> <li>• Understanding of social media analytics</li> <li>• Strong written communication skills</li> </ul>	<ul style="list-style-type: none"> <li>• Experience within hospitality, hotels, restaurants or leisure sectors.</li> <li>• Experience running paid social campaigns.</li> <li>• Knowledge of SEO and website content management systems e.g. WordPress</li> <li>• Basic graphic design and video editing experience.</li> </ul>
<b>Technical Abilities</b>	<ul style="list-style-type: none"> <li>• Strong copywriting and proofreading skills.</li> <li>• Confident using social media platforms and scheduling tools.</li> <li>• Competent photography and video capture skills (smartphone level).</li> <li>• Ability to manage multiple creative projects and meet deadlines.</li> <li>• Basic video editing skills</li> </ul>	<ul style="list-style-type: none"> <li>• Working knowledge of Adobe Creative Suite (particularly InDesign, Photoshop and Illustrator).</li> <li>• Experience creating print-ready artwork and branded marketing collateral.</li> <li>• Experience using email marketing platforms such as MailChimp</li> </ul>

<p><b>Personal Attributes</b></p>	<ul style="list-style-type: none"> <li>• Creative, proactive and ideas-driven.</li> <li>• Highly organised with strong time management skills.</li> <li>• Able to work independently and manage workload effectively.</li> <li>• Confident communicator who can build positive relationships across departments.</li> </ul>	<ul style="list-style-type: none"> <li>• Passion for hospitality/ tourism</li> <li>• Energetic and adaptable in a fast-paced environment.</li> </ul>
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**To apply, please send a covering letter and copy of your CV to:**  
**[recruitment@theroyalyacht.com](mailto:recruitment@theroyalyacht.com)**

Please note that applicants with 5 years residency will be given preference.