



We're looking for a creative, strategically-minded Marketing Manager to help share our story. You'll be joining our fantastic, diverse team, and we have plans to grow.

Can you help us achieve our goals?

We want to welcome someone with an eye for detail and opportunity, passion for excellence who loves our beautiful city and will thrive working with our great team.

A Warm Welcome for Everyone

Mercat Tours promises to provide valued Living Wage jobs and make diversity, equity, and inclusion part of everything we do - from the team we nurture, the visitors we welcome and history we share.

We're responsible for all the choices we make - how we run our business, spend our money and mindful that our team is representative of our visitors. We want to create a sense of belonging for everyone at Mercat and will keep working hard to review and achieve this. Thank you for wanting to be a part of our community.

Benefits;

- Your personal development and training are core to your time with Mercat
- [REAL Living Wage](#) + for all
- Permanent, secure contracts - no fixed term or 'zero hour'
- Guaranteed minimum hours
- Flexible working incl jobshare options
- [Fair Work Employer](#)
- Mercat holds a Home Office Sponsorship License for Skilled Worker Visa applicants
- Personal development and training plan
- Access to [Bike to Work scheme](#)
- Access to [ASVA card](#)
- Trained Mental Health First Aiders onsite
- Employee Assistance Programme with 24/7 confidential support for you and your families
- Critical illness cover
- Access to free counselling sessions
- Interest free loans
- Use of company holiday home
- Profit-share bonus

Purpose and objectives of the role;

- Develop, implement and execute long term marketing strategy to achieve our core objectives for Mercat Tours and Mercat Tours International
- Lead planning and delivery of day-to-day marketing activities and campaigns
- Promote our tone of voice and values in all communications
- As a member of the Leadership Team, advise on market trends and opportunities for business development
- Manage and develop external relationships and internal team
- Monitor and manage our reputation to ensure we deliver a consistent, high-quality experience
- Support our growth in a positive, sustainable future to benefit our team, visitors and local community

Main Duties and Responsibilities

Marketing Plan;

- Plan, manage and deliver annual marketing plan
- Contribute to Leadership Team business planning and shaping of targets
- Work with the Sales Team to drive sales and meet business targets
- Develop and maintain content calendar across all platforms
- Manage company's online reputation

Budget Handling;

- Manage budget to ensure greatest ROI to achieve our strategic objectives

Digital Content Strategy;

- Lead team with clear and dynamic social media strategy, including paid social activity
- Develop, implement and manage the website and SEO strategy
- Develop, implement and manage digital ad strategy
- Create lead-generation campaigns, measuring results and ROI
- Influencer engagement
- Management of photography and video assets

Content Marketing;

- Oversee the design, production and distribution of collateral
- Write copy for marketing collateral including brochures, blog, emails and websites in line with our voice and values
- Update and monitor external/referral sites
- Encourage and oversee online and offline feedback

Email Marketing/Audience Engagement;

- Develop, implement and manage email marketing strategy
- Identify existing and potential target markets through audience segmentation and develop appropriate communication strategies
- Develop and issue regular targeted B2C and B2B communications

Reporting;

- Use reporting tools to report against our targets and inform future business decisions
- Monitor and report on market trends; visitors, competitors, developments threats and opportunities
- Monitor and report on the effectiveness of marketing communications

Relationship Management;

- Line manage and develop Creative Content Executive
- Work closely with the Hub Lead on managing and developing the CMS
- Manage relationships and contracts with agencies; PR, creative, web development, distribution, digital
- Work with strategic partners such as Visit Scotland, DMOs and tourism bodies
- Manage external press and filming enquiries

Internal Communication;

- Maintain effective internal communications to ensure our team are kept informed of marketing objectives

- Work with our Sales Team to issue effective messages to key partners, drive sales and identify new markets
- As a member of the Leadership Team, advise and attend meetings to contribute to company growth

Your Skills and Strengths;

- Detailed, passionate, and creatively ambitious
- Friendly, energetic and helpful. Someone who thrives working in a team and developing others
- Knowledge and experience of a wide range of marketing techniques
- Creative thinking
- Professional standards of written, image, and video-led communications
- A love for communication, social media, trends, hashtags, innovations, and social best practices
- Excellent organisational skills for time management and forward planning
- Team player with strong communication and interpersonal skills
- Passion for high quality product and visitor experience
- Ability to respond well to pressure
- A desire to be the best you can be!
- Sense of humour!

Demonstrable experience with the following or similar is essential;

- SEO
- Google Analytics and Ads
- Copywriting
- Hootsuite
- Social Media (TikTok, Instagram, Facebook, X & YouTube)
- Canva
- Adobe Photoshop/Adobe Premier Rush
- Animoto
- Mailchimp
- ReviewPro
- Reporting tools

Details;

- Permanent role
- Flexible hours available i.e. condensed hours
- Hybrid working
- All IT provided
- 28hrs minimum
- Working week Monday to Friday
- 3 month probationary period
- Salary £35k pro rata
- **We are a Living Wage employer**

Interview Process;

We want you to feel comfy, confident and at your best when we meet. Get in touch to help us understand how we can meet your needs and give you a warm welcome.

Stage 1: Successful applicants will be called for an initial 'meet the team' chat by phone at a pre-arranged time.

Stage 2: Invitation to interview with three members of our Leadership Team, photos and bios will be provided in advance. You'll be asked to tell us about yourself and asked four questions, also confirmed in advance.

Stage 3: Successful interviewees will be called for a second interview with three members of our Leadership Team and Creative Content Exec, photos and bios will be provided in advance. You'll be asked to prepare a presentation about the business, the topic will be confirmed in advance to allow you to prepare.

To Apply;

Please send to join@mercattours.com by the deadline

- Application form - [download via website](#)
- Please include a portfolio with your application.
- 30sec video – tell us about yourself and why you want to join our Mercat Team (youtube link preferred)

Please note without the **application form, portfolio and video** your application will not be considered.

Have questions? Drop us an email and very happy to chat through the opportunity.