



We are looking for a friendly, enthusiastic, creative and driven person to join our marketing team.

## **Mercat is here for good.**

We're not about seasonal jobs, but lasting careers.

When you join us, you're stepping into a permanent, secure job with top-notch training, career development and leadership that plans for the long-term good of our people, place and planet.

As a local family business and proud B Corp, we nurture our community to create a sense of belonging for our visitors and team alike.

That means we grow and thrive together, for good.

### **👉 Choose Mercat for a reason, not just a season!**

#### **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. 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

## **Your Skills and Strengths:**

- Demonstrable experience of social content creation in terms of copy, graphics and video across a range of social media platforms within a professional background.
- Experience with the following software and platforms or similar is essential; Hootsuite, Canva, Adobe Photoshop, Adobe Lightroom and DaVinci Resolve.
- Experience using an e-mail marketing platform such as MailChimp is desired.
- Detailed, passionate, and creatively ambitious.
- Professional standards of written, image, and video-led communications.
- A love for 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.
- Experience of working within tourism would be beneficial.
- Friendly, energetic and helpful. Someone who thrives working in a team.
- Passion for high quality product and visitor experience.
- Commitment to be the best you can be.
- Sense of humour!

## **Purpose and Objectives:**

- Support the growth of the business by developing multi-channel content and communications that connect with our audience, grows brand awareness and secures sales
- Contribute to the delivery of long-term marketing strategies and goals
- Help promote the company's values and ensure consistent, high-quality customer experiences
- Play a positive role in building a sustainable future for the team, customers, and local community

## **Main Duties and Responsibilities:**

- Create, schedule, and monitor and report on performance of social media content across our Facebook page, Groups, Instagram, YouTube and TikTok accounts that aligns with the wider marketing calendar, tone of voice, brand guidelines, and KPIs.
- Develop and manage an annual social media calendar that aligns with content pillars, seasonal themes, and wider organisational goals.
- Social media community management - respond to and engage with our visitors, business partners, influencers and charities on social media. Aim to build and encourage a community of advocates.
- Assist in influencer outreach and inviting relevant influencers to key tours / events.
- Respond to and keep up with emerging trends and themes on social, such as platform updates and social trends.
- Collaborate with Marketing Manager on optimising and testing post times, content styles, video length, and copy as is relevant for each platform.
- Support the Marketing Manager to produce compelling and consistent campaign creatives/artwork for our regular tour programme and special tours/events; copy, images, graphics, and video that reflects our storytelling experience.
- Support on webpage editing, develop the blog section of the brand website in terms of copywriting, content creation and SEO
- Support the Marketing Manager creation of new marketing photography and videography
- Support the Marketing Manager with the email strategy; planning, copywriting, development and implementation of email campaigns.

- Work with the Sales team and Marketing Manager to promote and convert sales of storytelling experiences and feature events.
- Reputation management and reporting - respond to guest reviews and consolidate feedback in monthly report.
- Share ideas on how to improve Mercat's services, develop new business, and help drive the growth of Mercat in a positive, sustainable future as part of our dynamic team.

#### **Details:**

- Permanent role
- Part-time, 21hours
- Flexible working requests available from day 1 (e.g. condensed hours)
- Hybrid working with work-from-home options
- All IT equipment provided
- Monday–Friday working week
- 3-month probationary period
- **We are a Living Wage and Living Hours 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

Stage 2: Interview with 3 members of our team, in person at Blair Street. Full bios and questions will be shared in advance to ensure you shine at your best

#### **To Apply:**

Please complete your application by **the deadline**:

- Application form - available 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.