



JOB DESCRIPTION

Job Title: Marketing, Social Media and Content Creative

Hours: 40 hours per week

Location: North Brewing Co / North Bar Ltd

Springwell

Buslingthorpe Lane

Leeds

LS7 2DF

Please note that some travel across both the UK and overseas is a stipulation of this job role.

Salary: from £26,700 (dependent on experience)

Updated: August 2021

North are looking to appoint an experienced marketer to join their Marketing and Design department. The role will work across both North Brewing Co and North Bar Ltd, providing a varied and dynamic range of work.

Since opening North Bar in 1997 we have grown to a joyful family of six bars and two taprooms. In 2015 we launched North Brewing Co: a 30bbl brewery which currently brews 2.8 million pints a year. 2020 saw the brewery and HQ relocate to Springwell, a 21,000 square foot site in North Leeds. This marked an ambitious period of expansion which saw us double our annual output, expand our HQ and brewing team, open a new taproom in the face of Covid and develop as leaders in employment and culture.

We brew beers that excite us. From clean, crisp Pilsners to be drunk in the sun, to hazy hoppy IPAs, to twists on traditional styles such as Gose and Bitter. Our beers are brewed with curiosity and innovation resulting in playful and experimental flavour combinations. We demonstrate an uncompromising approach to quality across our bars and brewery, and the Marketing and Design department plays a key role in shaping this.



The role will be based full time at our HQ at Springwell. You will be joining a fast paced, ambitious department who are looking to develop the North brand, and support further expansion of the business in 2021 and beyond. Confidence and an ability to self-motivate are key characteristics of the successful candidate.

You will report directly to our Marketing Manager.

Below is an outline of the tasks associated with this role, it is a non-exhaustive list. The key to the smooth running of our brewery and bars is having a strong, collaborative team who have a genuine desire to help each other.

Responsibilities

Marketing Assistant

- Acting as a key support for the Marketing Manager across both North Bar Ltd and North Brewing Company Ltd.
- Working with the Marketing Manager and Webshop Manager to create and send weekly customer emails.
- Supporting the Marketing Manager by assisting bars with their need of marketing materials (i.e. poster/ flyer briefing and commissioning, printing and distributing).
- Development of advertising – from identifying partners and publications, to briefing designs, and liaising with suppliers.
- Collaboration with our Retail and Hospitality teams to develop the overall presence of the North brand
- Maintain a precise and distinct voice for both businesses.
- Alongside the other members of the Marketing Team, being the point of contact for all marketing enquiries in the absence of the Marketing Manager.
- Responsible for maintaining regular publishing on both company websites.
- Support the Marketing Manager in the procurement, ordering and distribution of merchandise.
- Ad-hoc event work, this will involve some work outside of normal working hours
- Reporting on marketing data and insights

Social Media and Content Creation

- Assist the Marketing Manager in the planning of the North Brewing Co weekly social media calendar.
- Maintain an active presence on social media inboxes, alongside managing your email inbox.
- Be responsible for the execution of the social media calendar. Utilise scheduling platforms to ensure that posts are planned in for each day, and to effectively manage your time.
- Create content for social media: this includes, but is not limited to, photography, video, ad-hoc social squares and graphics in liaison with the design department.
- Support the Webshop Manager with promotion of North's e-commerce business.
- Photograph all products when they arrive on site ready for listing on the North webshop.
- Take ownership of the filing and curation of the North photography archive.
- Keep up to date with trends in social media and use these to develop the North strategy e.g. Reels, TikTok, Clubhouse

- Provide a monthly report to the Marketing Manager and Director detailing highs and lows of the previous month's social media performance.



Additionally, you will be required to contribute to the following;

- Alongside directors and managers, coming up with new events and ideas in response to trends and analysis of community sectors.
- Monitoring the presentation of the bars, assessing and applying necessary actions to improve. This includes ensuring posters are displayed, signage is up-to-date, menus are well-presented, and venues are suitably decorated for events.
- Attending weekly HQ meetings, monthly management meetings & discussing all relevant issues concerning the marketing of our brands.
- Maintain your own workload to meet business marketing objectives e.g. prioritising tasks, time keeping etc

Skills and Capabilities

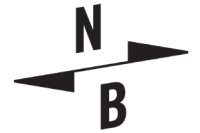
- Previous work experience managing branded social media channel(s). Demonstrable up to date knowledge of social media platforms, and using scheduling software.
- Experience creating Facebook and Instagram advert campaigns.
- Experience briefing and collaborating with design departments or agencies.
- Experience creating content for social media channels – do you know your twitter templates from your Instagram squares?
- Brilliant photography skills that sell our products.
- Familiarity with video editing to create content for specific platforms e.g. Reels, TikTok, YouTube.
- A clear understanding of the purpose of marketing, and the impact of different techniques.
- A can-do attitude: The desire to maximise what we can achieve with limited budgets.
- Experience working in events or hospitality.
- Outstanding communication skills, both written and verbal.
- Engaging, outgoing and approachable personality.
- Passion for meeting new people and evangelizing great products.
- Available to work some weekends and evenings due to the nature of the industry.
- Hold an up to date passport.
- A motivated, ambitious individual with a desire to learn.

Desirable Skills

- Hold an up to date drivers' licence.

What we can offer you beyond a salary

- 28 days annual leave (bank holidays included)
- 1 week of Life Leave that is separate from your standard annual leave. Life Leave is for those things you'd normally use holiday for but don't really want to. For example, moving house, family emergencies or settling in a new pet.
- Compassionate Leave that is separate from your standard annual leave.



- 2 weeks company sick pay. We actively encourage the use of sick days to cover both physical and mental health.
- If you work over your contracted hours you can build up TOIL and claim the time back at a later date!
- Cost price staff merchandise that has been sustainably sourced and created.
- 20% off all North sites and at the Webshop - enjoy the fruits of your labour.
- A generous Pension Scheme.
- 26 weeks fully paid Maternity Leave / 4 weeks full paid Paternity Leave - shared Parental Leave is also an option for any of our staff.
- Staff Well-being Team: support from a mixture of staff, a mental health library as well as regular workshops.
- Access to a Health Cash Plan, for £4.26 per month you can access the Benenden Health Cash plan that allows you to claim back for health expenses!
- Tech and Cycle Scheme: any staff member can access tax free bike and technology purchases, saving them money on big ticket items. The payment is deducted from your payslip each week/month until fully paid off.
- Training and development opportunities
- An opportunity to work in a friendly, ambitious team at one of the UK's leading, and fastest growing, Independent Craft Brewers.
- The opportunity to learn about a variety of duties in a small and inclusive company. We get stuck in!
- Job security - as we continue to grow our brewery operation, we get busier and busier.