

MARKETING EXECUTIVE

JOB DESCRIPTION

JOB TITLE:	Marketing Executive
LOCATION:	North West based
ANNUAL SALARY:	Competitive

COMPANY OVERVIEW

GRIP UK Ltd own and operate the UK chain of The Climbing Hangar bouldering walls with sites in Liverpool, London, Plymouth, Swansea, Sheffield, Exeter, Reading, and Edinburgh.

With national expansion underway - and significant business-to-business and technology market opportunities – we are at an exciting stage in our journey to becoming the UK's No.1 climbing community and are looking for exceptional individuals to go on the journey with us.

The Climbing Hangar started life in a Liverpool warehouse in 2011. Since then, we've grown to become a national business with nine sites, over 200 employees and over 20,000 members coming through the doors every month.

Our vision is to "Use Climbing to inspire bolder living". We bring together epic climbing, fresh coffee and a fun filled community to cities all over the UK. We are passionate about climbing. But more importantly we're passionate about the impact that a social, challenging, supportive, progressive and fun activity can have on people's lives, regardless of ability, age or fitness. Everything about the Hangar experience is designed to be easy to access, inclusive and friendly so you feel right at home, right away.

We have ambitious plans for the next few years, and we're inspired to keep getting better by the experiences and stories of the people who climb with us every day.

ROLE OVERVIEW

The successful candidate will support the Marketing Manager in delivering successful brand awareness of The Hangar in order to bring new customers through our doors.

You will have a flair for initiating and maintaining the conversation with our community, encouraging customers to learn, socialise and help each other achieve their climbing goals.

The key requirements we're looking for in candidates are:

- Excellent written and verbal communication skills
- Knowledge of climbing or a willingness to learn the sport understand
- Passionate about understanding people and what motivates behaviour
- Excited by diversity and working in a fast paced environment
- Relationship building will be a key strength
- A data driven, creative thinker
- Able to track progress and demonstrate growth
- Sees change as a positive and loves the challenge of doing more with less

SPECIFIC RESPONSIBILITIES

Core responsibilities will include:

- Support content creators and brand ambassadors to produce creative content, including videos and blog posts that are mutually beneficial
- Distribute estate wide marketing content to site teams
- Social Media Marketing - run social channels (e.g. Facebook, Instagram, Tik Tok and LinkedIn) to enhance audience engagement e.g. scheduling, content creation, copy and reporting insights
- Understand online and offline audience behaviour, needs and changing trends
- Use marketing channels to communicate with target audiences and build customer relationships
- Write/proofread marketing copy for website and digital channels
- Edit website pages as required

Support the Marketing Manager:

- In the creation of the content marketing strategy based on engagement insights and customer feedback
- to create awareness of and develop the Hangar brand, specifically digitally
- to develop relationships with key stakeholders, both internal and external e.g. site teams, coaches, route setters, Hangar ambassadors
- with monthly reporting and analysis, using Google Analytics, social media insights and competitor research to inform and refine strategy accordingly.
- planning, implementing, and monitoring paid media campaigns and SEO with our appointed advertising agency
- planning and supporting site teams with local marketing activities
- Co-ordinating assets, sharing best practise and inspiring content creation with on site teams

OUR VALUES

We believe that life is a series of adventures, that it's easier to get better together, that we should strive to deliver the unexpected... and we believe that applies as much to the service we provide to our customers as it does to the way we run our business and work with our teams. We're a close-knit team and looking for a new team member that will quickly feel part of the family. We value people that are:



Humble



Patient and willing to learn



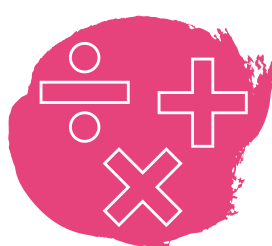
Curious and find joy in solving problems



Keen to learn and add value by advising upwards



Results orientated and able to prioritise



Calculated risk takers with a dash of audacious energy



Have an inherent understanding of people, the power of communities and how to bring people together



Serious about fun and making the world better through delivering positive micro moments

It's important to the business that our members feel part of a community and that spirit of inclusiveness begins with our team. Let's be totally clear, if you don't think being inclusive is the enlightened path, you won't like working here. Please apply elsewhere.

WHATS IN IT FOR YOU?

In return for your brilliance, you will receive:



Free Climbing for you and a plus one



Remote working opportunities



Pet friendly working environment



A daily right old laugh with your team



A salary range of £25-£27K depending on experience



An opportunity to learn from a wide range of excellent colleagues and experts in their field



28 days annual leave per year (Pro-rata & inclusive of bank holidays)

TO APPLY...

please send your CV and a covering letter to recruitment@theclimbinghangar.com

Don't forget to let us know in your covering letter why you want to work for The Climbing Hangar; what position you'd like to apply for; and why you think you'd be a great fit for the role and our vision.