

MARKETING EXECUTIVE -MATERNITY COVER

JOB DESCRIPTION

JOB TITLE:	Marketing Executive – Maternity Cover
LOCATION:	Liverpool (Hybrid working available)
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

We are seeking a skilled Marketing Executive to join our team on a temporary basis to cover maternity leave. The successful candidate will focus on customer retention, primarily through the management of our email communication strategies using Salesforce Marketing Cloud. This role is crucial in maintaining and enhancing our connection with members, ensuring high levels of engagement and satisfaction.

The successful candidate will support the marketing manager in retaining new customers, increasing visit frequency and increasing average membership length with the gym.

Be aware that as part of a small, yet growing team, you may be required to contribute to key projects and multi-channel marketing activities which may not only relate to the key responsibilities listed below. Flexibility and agility in the marketing executive role are essential.

KEY RESPONSIBILITIES

EMAIL MARKETING MANAGEMENT:

- △ Manage and optimize email contacts within Salesforce Marketing Cloud.
- △ Plan, create, and publish engaging email templates that resonate with our diverse customer base.
- △ Design and map automated email journeys to enhance customer retention.
- △ Monitor, report, and analyse email engagement metrics to inform future strategies.

CUSTOMER DATA ANALYSIS:

- △ Review and interpret customer data from trading reports, such as average membership length and visit frequency.
- △ Develop and implement email strategies that respond to customer behavior and trends.
- △ Conduct market research via surveys and focus groups to better understand the customer and make recommendations to key stakeholders in the business

CONTENT CREATION AND COMMUNICATION:

- △ Collaborate with the Marketing Manager to plan, write, and publish the email schedule.
- △ Ensure all email content is compelling, accurate, and aligned with The Climbing Hangar's brand voice.

STAKEHOLDER COORDINATION:

- △ Liaise with key stakeholders across the business, including climbing coaches, senior management, customers, and professional athletes.
- △ Work closely with team members across the country to ensure consistent communication and branding.

REQUIREMENTS

ESSENTIAL:

- △ Proven experience with Salesforce Marketing Cloud, including managing contacts, creating templates, publishing emails, and mapping journeys.
- △ Strong analytical skills with the ability to interpret customer data and adjust strategies accordingly.
- △ Excellent communication and copywriting skills.
- △ A passion to understand people, their behaviour and their motivations
- △ Flexibility and the ability to adapt to changing plans and procedures

DESIRABLE:

- △ Experience in the leisure, sports, or fitness industry.
- △ Ability to work collaboratively with diverse teams and stakeholders.
- △ North West-based, with the ability to attend The Climbing Hangar HQ in Liverpool at least two days per week.

WHY JOIN US?

At The Climbing Hangar, you'll be part of a passionate team dedicated to growing the climbing community. You'll have the opportunity to make a real impact on our customer engagement strategies while enjoying a dynamic and supportive work environment.

OUR VALUES

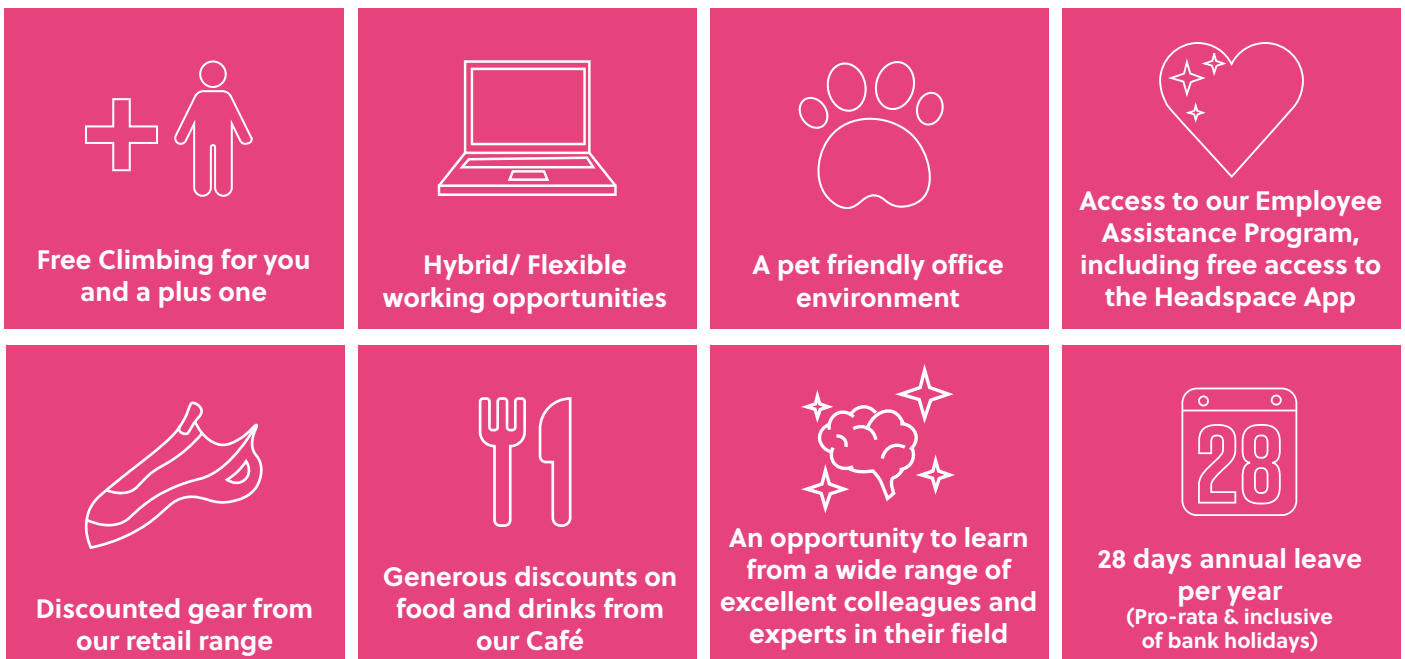
We believe that life is a series of adventures, that it's easier to get better together, that we should strive to deliver the unexpected... and we believe that applies as much to the service we provide to our customers as it does to the way we run our business and work with our teams. We're a close-knit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



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:



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.