

## **MARKETING MANAGER AT CAROUSEL**

### **About Us**

Carousel is one of the city's most vibrant culinary hubs, home to an award-winning programme of international guest chef residencies, workshops and all round awesome experiences, morning, noon and night. No two days here are ever the same...

Our new Charlotte Street HQ is the home we've been dreaming of for a long, long time. It's perfect. The location, the building, *the space*... It has everything we could possibly want (and quite a bit more). Its 9,000 sq. ft. gives us the opportunity to incorporate some exciting new elements into Carousel's DNA while continuing with the unique mix of creative, culinary and cultural experiences that have made the past seven years in Marylebone such a huge success. It's the kind of opportunity you have to grab with both hands, and that's what we intend to do.

Ours isn't an everyday concept. We're not proposing to serve the same menu over two floors to the same crowd, day after day. We can do so much more than that with this space, reaching multiple audiences across different levels all at once.

Our varied offering will bring a constant flow of variety, dynamism and energy to Charlotte Street that will benefit the whole neighbourhood. Food and drink are at the heart of what we do, but Carousel is so much more than a restaurant. We are a living, breathing creative hub where extraordinary experiences happen morning, noon and night.

### **The Role**

We're on the lookout for someone utterly brilliant to join our small but very effective marketing team. Ideally - but not exclusively - with a marketing, PR, and / or advertising background (account manager level upwards).

We communicate with a number of different audiences so flexibility and adaptability are key. Other prerequisites are being massively 'on it', infectiously positive and up for a challenge. We manage the majority of our comms in-house, promoting an ambitious revolving programme of guest chef collaborations, internal and external workshops and experiences, art exhibitions, events, partnerships and – as of next month – our brand new wine bar. It's a lot to keep on top of so creative thinking and excellent time management are essential. Applicants must have an interest in food and drink, the arts and / or events. Ideally all of the above.

If this sounds like you, get in touch... We're growing quickly so it's an exciting time to join.

## **Responsibilities include:**

- Shaping the marketing strategy - goal setting and identifying the steps needed to achieve them, be it brand storytelling for the business overall or quick fire promotions for individual products and events.
- Regularly updating content and auditing our website, working closely with our developers for ways to improve user experience and implement SEO.
- Working with our digital agency to reach new audiences through paid for advertising', including PPC, targeted social media campaigns and more.
- Producing engaging collateral across all touchpoints of the business, from our monthly 'what's on' guides to recipe cards and window vinyls, as well as taking ownership and editorship of our bi-annual magazine.
- Planning, scheduling and executing compelling newsletters which build the brand and drive sales, as well as managing the database of subscribers and driving its growth
- Managing the huge database of content we have already and getting the best out of existing assets, identifying new stories to tell and overseeing content creation such as photos, videos and more
- Mastering Carousel's tone of voice and house style. writing the copy for (eg) new chefs, experiences, exhibitions and events in an informal yet informed way
- Maintaining a productive and collaborative day-to-day relationship with our PR agency to ensure we're getting the greatest value from our investment.
- Driving local marketing, promoting what we offer amongst local residents and businesses, encouraging trial, rewarding loyalty and forming part of the local community.
- Collating all relevant data from Google Analytics, Mailchimp, Facebook, Hubspot and our ticketing platform to build an accurate picture of the business, who our customers are and how they behave.
- Weekly KPI reporting to ensure we're on track for annual goals and objectives.