

## About Us

Spanning three Charlotte Street townhouses, Carousel is one of the city's most vibrant culinary hubs, home to an award-winning programme of international guest chef residencies, a critically-acclaimed wine bar, mezcalería and tostada bar No.23 and a regularly-changing programme of events, morning, noon and night. We were also named one of CODE Hospitality's happiest places to work in the industry 2024.

The Carousel brand is evolving fast. New for 2025 are partnerships with Guy Ritchie (we're opening a destination restaurant and boutique hotel on his Wiltshire estate), the launch of our East London outpost Shoreditch Arts Club, a new opening for sister brand Goila Butter Chicken at Fulham Football Club, and more Chef x DJ collabs with the likes of Gilles Peterson, with the return of {PAIRED} to Tate Modern.

As our new Brand Marketing Manager you'll be working across the entire business to promote every aspect of what we do on a day to day basis. Whether it's coordinating PR campaigns with Gemma Bell & Co for new launches, shaping the marketing strategies for our different offerings, creating pitch decks for brand partners or writing compelling bios for our upcoming guest chefs, each day at Carousel brings multiple new opportunities to shout about all the exciting things we're doing.

## About you

We're on the lookout for someone utterly brilliant to take ownership of the brand and our varied marketing output. Ideally - but not exclusively - with a marketing, PR, and / or food content creation background.

We communicate with a number of different audiences, so flexibility and adaptability are key. We manage the majority of our comms in-house. There's a lot to keep on top of, so creative thinking and excellent time management are essential. Experience in marketing (including social media and copywriting), and an interest in food and drink are essential... Design skills are a bonus.

## 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 events.
- Regularly updating our website content, including chef profiles, menu updates and listings for one-off events.
- Working closely with our web developers for ways to improve user experience and implement SEO.
- Owning the overall strategy, planning and content creation for all social media channels (mostly Instagram).
- Producing engaging collateral across all touchpoints of the business, from our monthly Guest Chef posters to ad-hoc marketing collateral.
- 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.
- Tracking performance metrics, from newsletter open rates and social media engagement to Google Analytics and booking conversions.
- Managing the huge database of content we have already and getting the best out of existing assets, identifying new stories to tell (inc. BTS).
- Mastering Carousel's tone of voice and house style. Writing the copy for (eg) new chefs, experiences & 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.
- Coordinating with upcoming guest chefs to get hold of menus, bios and imagery.
- Driving local marketing, promoting what we offer amongst local residents and businesses.
- Collating all relevant data from Google Analytics, Mailchimp, Seven Rooms and Instagram to build an accurate picture of the business, who our customers are and how they interact with us.
- Regular KPI reporting to ensure we're on track for annual goals and objectives.

## Requirements

- Excellent written and verbal communication skills with the ability to write compelling copy in line with Carousel's house style.
- Social media experience (creating posting plans, responding to DMs / community engagement).
- Basic knowledge of InDesign, Canva and/or PowerPoint to create our more everyday marketing assets.
- Experience briefing graphic designers and content creators, as well as PRs (client or agency side).
- Strong organisational and time management skills to handle multiple projects and deadlines.
- Passion for food & drink and restaurants, entrepreneurial spirit and have-a-go attitude.

## Perks

- Credit towards dinner in the Guest Chef restaurant
- Discounts in the Wine Bar for you and your friends & family
- Half day off on your Birthday
- Cost price wines
- Unlimited hot drinks
- Daily home cooked meals (AM & PM)
- Development & training
- Regular staff socials
- Pension
- 45 hour working week

## How To Apply

If you think you fit the bill, please send a CV and covering letter to [info@carousel-london.com](mailto:info@carousel-london.com).

Make sure you let us know why you specifically want to work with us. We look forward to hearing from you. Good luck!