

Job Title:	Marketing Executive
Location:	Ideally North West based or near a Climbing Hangar location
Line Manager:	Marketing Manager
Company Overview	<p>Welcome to the Hangar!</p> <p>The Climbing Hangar started life in a Liverpool warehouse in 2011. Since then we've grown to become a national business with six soon to be seven sites, 130 employees and over 12,000 climbers coming through the doors every month.</p> <p>Our mission is simple – Use climbing to inspire happier, healthier and more connected lives for everyone.</p> <p>We bring together epic climbing, fresh coffee and a fun filled community to cities all over the UK.</p> <p>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. We design our Hangar experience with an easy to access, limitless progression concept to make it inclusive and friendly, where you feel right at home, right away but if you want to be world number one, we are right behind that too.</p> <p>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. So, thank you to everyone who has been part of the Hangar story so far, and to everyone else, we look forward to future adventures. #boldertogether</p>
Qualities we value	<p><i>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...</i> 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.</p> <p>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:</p> <ul style="list-style-type: none"> • Humble • Patient and willing to learn • Curious and find joy in solving problems, • Keen to learn and add value by advising upwards • Results orientated • Calculated risk takers with a dash of audacious energy • Have an inherent understanding of people and how to bring the best out in them • Able to prioritise and assist with delivering impact

	<ul style="list-style-type: none"> • Serious about fun and making the world better through delivering positive micro moments
<p>Role Overview:</p>	<p>The successful candidate will support the Marketing Manager in delivering successful brand awareness of The Hangar. Whilst also focused on attracting and retaining new climbing customers through our doors.</p> <p>Once our customers have experienced our climbing, cafe and community we need to quickly reengage them and encourage them to share the love with their friends and family. You will have experience of connecting with and engaging customers through relevant marketing channels and are able to work to defined kpi's to track progress and demonstrate growth.</p> <p>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 goals.</p> <p>The key requirements we're looking for in candidates are:</p> <ul style="list-style-type: none"> • Excellent written and verbal communication skills • 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, creating thinker • Sees change as a positive and loves the challenge of doing more with less
<p>Specific Responsibilities</p>	<p>Support the Marketing Manager:</p> <ul style="list-style-type: none"> • to create awareness of and develop the Hangar brand • with creating a long-term multi-channel marketing strategy • to develop relationships with key stakeholders, both internal and external • tell the brand story through our community • with monthly reporting and analysis, using Google Analytics, social media research, plus customer and competitor research to inform and refine strategy accordingly. • with managing the annual marketing budget • planning, implementing, and monitoring marketing activity delivery by the venue teams and the external marketing agents <p>In addition, core responsibilities will include:</p> <ul style="list-style-type: none"> • Support content creators and brand ambassadors to produce creative content, including videos and blog posts that are mutually beneficial • Brand partnerships - work closely with external creative agencies to design marketing materials such as online content, brochures and adverts

	<ul style="list-style-type: none"> • Conduct market research, for example using customer questionnaires and focus groups, and collecting and interpreting the data • Distribute marketing content to venue teams • Social Media Marketing - run social channels (e.g Facebook, Instagram and LinkedIn) to enhance audience engagement e.g scheduling, content creation, copy and reporting insights • Maintain and update email audiences and distribute monthly emails • 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 PR, website, email and social media • Managing the website and CMS
<p>What's in it for you:</p>	<p>In return for your brilliance, you will receive:</p> <ul style="list-style-type: none"> • A salary range of £25-£27K depending on experience • Remote and flexible working opportunities • Autonomy and progression in a fast growth company • Quality management training • Free climbing for you and a plus one • Generous team discounts on food and gear from all our suppliers • An opportunity to learn from a wide range of excellent colleagues and experts in their field • A daily right old laugh with your team • The warm fuzzy glow of knowing your work is making a difference in people's lives as well as a visible professional impact