



# Position Description

**Position Title:** Marketing Executive  
**Department:** Business Development  
**Location:** Head Office, Garforth  
**Reporting to:** Head of Business Development  
**Date Prepared:** 10/04/2024

CGC Event Caterers is a long established caterer with decades of experience in the hospitality industry. We operate at venues of all sizes and have exclusivity at prominent sporting, entertainment and cultural locations across the UK. We are also the European Catering Division for ASM Global, the global leader in the delivery of live entertainment and events.

In the UK, we operate at the following venues:

- Eight Yorkshire Racecourses including the world famous York Racecourse
- Yorkshire Event Centre – Harrogate
- The Sun Pavilion – Harrogate
- Lincolnshire Epic Centre – Lincoln
- LNER Community Stadium – York
- Theatre Royal and Royal Concert Hall – Nottingham
- The Halls Wolverhampton

## POSITION PURPOSE

To provide a marketing service across the Company and develop and implement strategic marketing initiatives and plans. The Marketing Executive will assist in developing and implementing the Company's brand strategy.

## KEY RESPONSIBILITIES

- Develop and implement multi-channel marketing campaigns to the target market(s) identified in the marketing plan;
- Manage multiple marketing requests and turn these around quickly to a high standard
- Track and report on the success of all campaigns against core objectives;
- Co-ordinate the supply of creative assets to external and internal colleagues;
- Liaise and build relationships with third party suppliers (designers, agencies, web developers etc.) ensuring that they are briefed effectively and that work is delivered on time, to the required standard and within budget;
- Plan, design and send email marketing campaigns, report and act on campaign results;
- Create and deliver unique content for the company's websites, news feeds and multiple social media profiles;
- Place all advertising requirements (print, digital, radio) as part of the marketing mix;
- Recommend and manage as appropriate Google adwords, Facebook advertising and other paid-for sales aids;
- Lead on the identification and submission of relevant industry award entries. Aim to gain a variety each year to further the standing of the business;
- Encourage all areas of the business to be more marketing orientated through strong brand awareness, levels of service etc.;
- Maintain on-line directory listings for applicable venues/events;
- Represent the Company at relevant industry events and exhibitions;
- Monitor industry news and report on emerging trends;
- Assist the Head of Business Development with the design and branding of new business tenders.



# Position Description

## PERSON SPECIFICATION

- Be qualified to CIM Diploma in Professional Marketing as a minimum, recent marketing degree preferred;
- Be highly organised, methodical, flexible and enthusiastic in their approach to work;
- Have knowledge of website editing via CMS and email marketing platforms;
- Be able to work without close supervision and quickly learn new skills;
- Be able to demonstrate management of numerous initiatives at the same time;
- Be commercially aware with an understanding of the impact that effective marketing can have on the business;
- Have excellent verbal and written communication skills;
- Have strong attention to detail;
- Be creative and forthcoming with ideas and different ways of working;
- Be passionate about delivering the best possible customer journey.

## BENEFITS

- 25 days' holiday
- Life assurance
- Pension
- Healthshield - Health cash plan
- Free on-site parking
- Colleague Assistance Programme

## GENERAL INFORMATION

The requirements of the business are such that it is necessary to have a flexible approach and therefore some business-related travel to be able to work at our venues and operational sites will be required. Due to the nature of the hospitality industry there will be a requirement to occasionally work some evenings and weekends.

To apply, please complete the [CGC Application Form](#) as soon as possible, noting the closing date is the 26<sup>th</sup> April. Good Luck!