

JOBS AT GREAT BRITISH CHEFS

Digital Marketing & Social Media Specialist



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CHEFS**

Great British Chefs (www.greatbritishchefs.com) are looking for a passionate, creative, skilled and well-rounded digital marketing and social media specialist with at least 2-3 years previous experience, who is ready to play a key role in the promotion and success of the UK's fastest growing food website.

This is a fantastic opportunity to combine your varied skills - both technically within search engine marketing, link building, social media, email marketing and creatively through to out-of-the box marketing thinking too.

You will need a high degree of commitment, initiative and enthusiasm along with a thirst for knowledge in the internet marketing area. The ability to organise, prioritise and meet deadlines is essential. You will also need strong interpersonal skills with the ability to communicate with a wide variety of people both internally at Great British Chefs but also with bloggers, the press and digital media owners.

The role will focus on creative methods of link building and digital partnerships - eg blogger outreach, viral marketing, forming peer-to-peer relationships and building strong relationships with relevant press and digital media partners. You will also help to build greater engagement with Great British Chefs' visitors through helping to develop and drive innovations in our email programme, our social media campaigns and other third party partnerships.

You will report to our Head of Marketing and Social Media, but be expected to work closely with several other departments within Great British Chefs (mainly the content and tech teams) to collaborate and develop ideas. For example, you may work on developing a widget to generate links back to Great British Chefs, which would require you to work with a developer, a designer and the content team, to create something that's both useful and SEO-friendly.

Through your interest in the latest digital marketing trends you will also have a role in developing research and digital development within Great British Chefs and will input into regular meetings driving our direction in this exciting area.

Skills and Experience

- At least 2-3 years experience in a digital marketing or social media role either in-house or for a digital marketing, social media or SEO agency
- Skills in digital engagement, social media, website and blogger outreach with proof of past performances
- Experience in email marketing, CRM and digital marketing planning
- Ability to analyse current backlinks and devise digital marketing programmes and techniques to build new and natural backlinks to our site
- Comfortable collaborating with other departments to develop unique ideas
- Strong writing skills with the ability to create engaging content (eg blog posts, social media posts, advertorials, news features) that is also SEO friendly
- Creative thinking, curious, with genuine interest in digital marketing, social media and awareness of mobile marketing techniques
- Strong knowledge of the main search engines and reporting tools particularly Google Analytics and SEO Moz

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- Ability to work well under pressure and be motivated to hit KPI's and meet deadlines
- Keen problem solver and fast learner
- Excellent analytical skills and commercial acumen, with strong attention to detail
- Strong organisational and project management skills with the ability to own projects and see them through from creation to implementation
- Interest and a degree of knowledge of food, food trends, food websites, publications and media, as well as the latest social media / tech trends.
- Educated to degree level

Benefits and Details

Location: London (Angel)

Package: Competitive based on experience

Status: Full Time Permanent

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Application process

Please send your CV and a covering letter to info@greatbritishchefs.com to explain why you believe you are the perfect fit for the role