

HOLYROOD

DISTILLERY

Role Profile

Role: Social and Digital Communications Executive

Type: Full time, permanent, Edinburgh-based

Salary: £25k

Summary:

The first whisky distillery in the centre of Edinburgh for 100 years. Inspired by Edinburgh's rich brewing and distilling heritage, while pushing the boundaries of spirit making with innovative thinking and modern methods. We have so much to say and share and we are eager to get it all out there!

We are looking for someone to lead the charge on creating - and sharing – high quality and engaging content on Facebook, Instagram, Twitter, YouTube and LinkedIn as well as exploring newer platforms. Content that reflects our story, our values, our products, and the multiple personalities that make-up Holyrood.

Focused on the creation of high-quality, engaging content through our social media channels, but also supporting the Creative Marketing Manager in wider digital comms activity including website, Email and content creation - can you produce and showcase the right words, the most evocative imagery, and absolutely awesome and inspiring video? You must have strong copywriting skills, a firm grasp of grammar, and good photo and video skills.

We are seeking someone who is passionate about what they do, creative in their approach, energetic about the everyday, and focused on storytelling.

Role and responsibilities

- Be responsible for developing and delivering coordinated content across all social media channels
- Support our creative marketing manager with digital communications including email, website, and social media.
- Conceiving, producing and editing content, while understanding the importance of storytelling to multiple audiences.
- Engage in local and industry social conversations and communities, and work across departments to ensure all inward social comms are responded to in a timely and informative way
- With support and direction from the creative marketing manager, develop and own the social content calendar.
- Monthly reporting with KPIs to assess content performance, with a continuous view to improve and enhance engagement via social

- Attend events including shows, tastings and promotional evenings – both as representative and in capturing content
- Stay on top of social trends and bring ideas and new digital strategies to the team.

Person specification

First things first, we're not looking for someone to make tea - unless you can turn it into something mega on social. We're looking for someone that lives and breathes creativity, spots content creation opportunities at every turn and has a desire to make a difference to the success of Holyrood and their own development. The quality of what you produce is more important than your professional experience, the ideal candidate must have a genuine interest and demonstrable knowledge of whisky and spirit production.

Must haves:

- A detailed understanding of key social media channels and their content types including but not limited to Instagram, Facebook, Twitter, LinkedIn and, ideally, TikTok.
- A deep understanding of Edinburgh to ensure meaningful social engagement, storytelling, conversation and responses.
- Strong organisational skills
- Demonstrable photography and video skills (on phone or otherwise)
- Understanding of digital campaign creation and development, following overarching strategies
- Attention to detail an absolute must – we hate typos!

Desirable:

- Community management experience on social media
- Monitoring, optimising, and reporting on social activity and campaigns
- Excellent communication skills and ability to liaise effectively with colleagues.
- Experience of social monitoring tools and email marketing tools such as Hootsuite and Mailchimp.
- Confidence in using design platforms such as Canva and Adobe Creative Suite.
- Creative approach to problem solving.

Benefits

- Employee Pension plus employer contributions.
- 30 days holiday (inclusive of bank holidays).
- Flexible working culture
- Employee assistance programme
- Annual Holyrood Distillery drink/merch allowance

Hours of work

This role needs to be flexible working to ensure you are in the right place at the right time to capture content and share our stories, however – we anticipate that the majority of the hours will be across Monday to Friday.