



Marketing & Social Media Manager

Permanent full time contract – competitive salary based on experience

Start: February

St Andrews Lakes is a premier outdoor adventure and leisure destination, offering unique activities and experiences for guests. We are seeking a dynamic, creative, and results-driven **Marketing and Social Media Manager** to lead our marketing initiatives and elevate our brand presence both online and offline.

Key Roles & Responsibilities

- Capture, edit and share high quality photos and videos showcasing all activities we offer.
- Run our Instagram, Facebook & TikTok accounts to build engagement and brand awareness.
- Interact with followers by responding to comments and messages
- Plan and execute creative campaigns to promote our activities and events
- Collaborate with influencers and partners to expand our reach
- Monitor performance metrics and refine strategies to optimize growth
- Stay updated on industry trends and best practices in social media management and public relations.
- Prepare monthly reports on social media performance for company directors.

Essentials:

- Proven experience in social media management and content creation.
- Strong skills in photography, videography and video editing
- Strong knowledge and understanding of social media trends, algorithms and tools (Instagram, TikTok & Facebook)
- Excellent written and verbal communication skills with a flair for storytelling
- A creative mindset with the ability to generate innovative content ideas that resonate with target audiences.
- Proactive, detail-oriented and able to work independently
- Basic graphic design skills e.g. Canva

What we offer:

- Free onsite parking
- Discounted food at onsite café & pizzeria
- Employee discount – you and immediate family can book onto activities free of charge, anyone else 20% off

Submit your CV and a cover letter detailing your experience and enthusiasm for the role to jobs@standrewslakes.co.uk