

Job Position: Marketing Executive

Company Overview: Tea Break, located in the heart of Gants Hill, is a distinguished destination for tea enthusiasts and culinary adventurers alike. Our brand is synonymous with authenticity and quality, offering an exquisite selection of teas sourced from the finest estates around the world. We pride ourselves on our unique tea brewing methods and exceptional customer experiences, blending tradition with innovation to create a truly memorable visit for each guest.

Key Responsibilities:

- Develop and execute digital marketing strategies to promote the café's brand and offerings.
- Manage and update the café's website, including content creation, SEO optimization, and user experience enhancements.
- Plan and execute digital advertising campaigns on platforms such as Google Ads, Facebook, Instagram, and other relevant channels.
- Create engaging and shareable content for social media platforms, including posts, stories, and videos.
- Monitor and analyse digital marketing performance metrics, including website traffic, social media engagement, and conversion rates.
- Collaborate with the design team to create visually appealing graphics and marketing materials.
- Build and maintain an email marketing strategy, including newsletters and promotional campaigns.
- Develop partnerships and collaborations with influencers and bloggers to increase online visibility.
- Stay updated on digital marketing trends and recommend innovative strategies to drive café growth.
- Manage the café's online reputation by responding to reviews and engaging with customers on social media.

Requirements:

- Proven experience as a Marketing Executive or similar role with a focus on digital marketing.
- Strong knowledge of digital marketing techniques, including SEO, SEM, social media marketing, and email marketing.
- Proficiency in using digital marketing tools and platforms, including Google Analytics and social media management tools.
- Creative mindset with the ability to develop engaging content and marketing campaigns.
- Excellent communication and writing skills.
- Analytical mindset to interpret data and make data-driven decisions.
- Ability to work independently and as part of a team.

- Enthusiasm for the food and beverage industry is a plus.
- A relevant degree is preferred but not mandatory.

Salary and Working Hours:

- Gross Salary: £24,200 per annum, £12.58 per hour.
- Working Hours: Full-time position with a 37-hour working week.

SOC Code: 3543

If you are a talented individual with a passion for food and tea culture, consider joining our team at Tea Break. This role offers a unique opportunity to be at the heart of a renowned tea, where your skills are not just appreciated, but essential to our distinctive brand experience. We invite you to apply now and become a key player in our mission to revolutionize the tea and culinary landscape.