

We are looking for bright, engaged individuals to join our dynamic and friendly team.

Supercity Aparthotels are...

... a family-owned brand of boutique aparthotels with properties in London, Manchester and soon to be Brighton. We offer all the advantages of an apartment with many of the benefits of a hotel, all with our signature touch of style, charm and sophistication.

Since 2009 we have led the way in superior and stylish serviced apartment hotels; we're all about providing a luxurious, private and relaxed environment with a "professionally informal" service – mainly for business travellers and extended stay guests.

We're a growing business looking for hospitality superstars to join the Supercity family – we're looking for fun, passionate and ambitious people with an interest or previous knowledge of the industry. We love what we do; we're passionate about it, so joining Supercity Aparthotels means becoming part of a collaborative way of working where everyone's thoughts and ideas are encouraged and celebrated.

What's in it for you?

- Be a part of a family-run business with the opportunity to influence how we do things
- Join a growing business with plenty of opportunities to develop yourself (and others)
- Benefits including employee and friends and family rates
- Team building and away days
- A strong team structure; creating a supportive and friendly work environment
- Learn from the best through a structured induction and in-depth training

What we're looking for...

...a fresh and creative Digital, Design and Content Assistant - someone with an eye for design, a love for producing compelling content and a strong sense of humour.

The marketing department is currently responsible for promoting 3 established Aparthotels, 2 new Aparthotels and another one on the way in Brighton! So, this role is varied and fast paced, with the majority of your time spent on creating engaging content for web and social media - you will take ownership of the content calendar and strategy under the nurturing eye of the Marketing Manager.

You need a natural flair for writing and a great eye for design. We have strong brand guidelines and we require someone who can work within these parameters while also creating new and interesting collateral. Our branded designs are used both in house, with our sales teams and across all online platforms - they must be consistently on brand without getting boring, and all with a view to raising awareness of our unique products.

You will be Supercity's eyes and ears online, monitoring the community, creating compelling content and measuring success, with the view of enhancing the overall digital strategy. You will also support the marketing department with various projects like new openings, art initiatives, web development projects, PR and brand activations. As an integral part of our marketing team, you'll be expected to work closely with every area of the business especially the local teams.

Key Responsibilities

- **Social Media:** community management and content distribution across social channels.
- **Content:** day to day content creation for all digital channels (web, social, email) – in line with SEO best practice.
- **Web:** management of our website, including back end editing (WordPress).
- **Design:** responsible for creating new visual content in accordance with our brand guidelines

for online and print. E.g. Company Christmas card, in-room menus and sales collateral etc.

- **Influencers:** work closely with Marketing Manager to source and nurture influencer relationships.
- **Campaign & project support:** support the Marketing Manager with campaign planning and delivery and support with any ongoing marketing projects.
- **Research:** ownership of research projects and competitor sets and staying ahead of the curve in all things digital.
- **OTA's:** monitoring and responding to online reviews and quarterly audits.
- **Reporting:** monthly reporting on social with insights and recommendations.

Competencies / Skills / Knowledge

Required

- Educated to Degree level
- MS Office
- Adobe, Illustrator Photoshop and InDesign
- Mailing tools
- WordPress
- Social media platforms
- Previous marketing experience in an aparthotel, hotel or equivalent
- A proven track record in marketing and clear evidence of a ROI
- Excellent communication and interpersonal skills
- Exceptional level of attention to detail
- Good commercial and financial awareness
- Strong organisational skills
- Strong verbal and written communication skills including report writing – Essential
- Able to embrace, promote and drive change

Desired

- Marketing / Social qualification
- HTML knowledge

Package

- Salary: £22,000 - £24,000 p.a.
- Hours: Monday – Friday, 9am – 5pm
- Holiday entitlement: 20 days p.a. + bank holidays
- Pension
- Bonus Potential: 10% of Salary based on KPI's and the company's financial performance.

This job description is intended to illustrate the key responsibilities of the job of Digital, Design and Content Assistant. It is not intended to be exhaustive and you are advised that the responsibilities may change from time to time.