



JOB DESCRIPTION

DIGITAL CONTENT CREATOR

Warren House is a Grade II listed building, offering flexible conference facilities within beautifully landscaped gardens. Situated in the exclusive Coombe Estate, Warren House provides peace and tranquillity suitable for accommodation, dining, conferences, meetings, seminars, and training. The hotel consists of 48 bedrooms, 8 conference and event rooms, two bars, and a restaurant with terrace dining.

We are seeking a creative, passionate, and detail-oriented **Digital Content Creator** to join our marketing team. In this role, you will be responsible for producing high-quality content that enhances our hotel's brand, promotes our services, and engages our target audience. You will work closely with the marketing team to design, develop, and implement creative campaigns across various platforms, ensuring our hotel stands out in a competitive market

DUTIES AND RESPONSIBILITIES

- Develop a comprehensive content strategy in alignment with the hotel's marketing goals.
- Plan, produce, and curate content for various platforms, including the hotel's website, blog, email newsletters, and all social media channels
- Create content calendars for seasonal campaigns, promotions, and events to ensure timely and consistent delivery of content.
- Capture high-quality, engaging photos and videos of the hotel, including rooms, amenities, events, restaurants, and guest experiences.
- Produce and edit short videos (reels, stories, YouTube videos) for social media and marketing campaigns.
- Ensure all visuals are on-brand and reflect the hotel's unique identity, style, and standards.
- Manage the hotel's social media profiles, ensuring consistent posting, engagement, and community building.
- Monitor trends and best practices in social media and content creation, adapting strategies to stay current and competitive.
- Engage with followers, respond to comments and inquiries, and foster online community growth.
- Assist in the creation and management of digital ad campaigns (Google Ads, Facebook Ads) by developing creative assets, including visuals and ad copy.
- Collaborate with the marketing team to ensure that content aligns with paid media efforts and overall marketing objectives.
- Ensure all content aligns with the hotel's brand guidelines, maintaining a cohesive and professional image across all platforms.
- Actively seek out new opportunities for promoting the hotel's brand, including influencer partnerships, guest collaborations, and online features.
- Attend and cover hotel events, conferences, or special occasions to produce live content (e.g., Instagram stories, Facebook live, blog posts).
- Promote upcoming events and seasonal offerings through creative campaigns that attract local and international audiences.
- Regularly measure and report the performance of content across different platforms,

Warren House Hotels Ltd

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www.warrenhouse.com

Warren House, Warren Road, Kingston Upon Thames, KT2 7HY

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Initials

Date



using tools such as Google Analytics, social media insights, and SEO tools.

- Identify content that resonates most with the audience and optimize it for better results.

WHAT ARE WE LOOKING FOR

- Proven experience preferably within the hospitality, travel, or tourism industry.
- Strong photography and videography skills, with experience in capturing compelling images and producing professional videos.
- Familiarity with content management systems (e.g., WordPress) and email marketing platforms (e.g., Mailchimp).

PERSON SPECIFICATION

- Flexibility to adapt content strategies based on business needs and guest feedback.
- Enthusiasm for the hospitality industry and a passion for storytelling.
- A proactive attitude and the ability to thrive in a fast-paced environment
- Your phone must have a minimum of iOS 12 or Android 8.0 to use the latest software applications

QUALIFICATIONS

- Bachelor's Degree (or equivalent) in one of the following fields) Graphic Design, Marketing
- Creativity, attention to detail, and a passion for producing high-quality content that elevates the guest experience.
- Ability to work independently and manage multiple projects while meeting deadlines.

This job description is not all inclusive and is intended as an outline of the responsibilities and requirements of the role. The role and duties will evolve as the development expands and other duties may be required to meet the on-going needs of the company.

Employee Full Name

Employee Signature

Date

For employment opportunities or any enquiries, please contact us at:
hr@the-sungroup.com

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