

FULL TIME CONTENT CREATOR

Position: Full Time Content Creator

Department: Marketing

Reports to: Marketing Director

Reference:

Overview:

Lough Erne Resort is a luxury hospitality destination, nestling within its own 600-acre peninsula. As one of Ireland's top resorts it provides guests with the opportunity to escape to the tranquillity of the countryside where they can stay, dine, spa and golf: it is truly a world apart.

An exciting and rare opportunity has arisen at the resort for an energetic and creative individual who wants to be at the forefront of developing one of Ireland's most desirable and engaging independent hotel brands. We are seeking a social-media savvy content creator with the potential to become an in-house influencer. The successful candidate will create written content such as blogs, engaging video content for multi-channels and will be capable of seamlessly navigating the nuances of the ever-changing social media platforms.

The Role:

- Working within a small, dynamic team to build an iconic social and online profile befitting a luxury resort in the countryside.
- Executing the latest social media strategies to create continual growth and engagement: Tik Tok, Instagram / Facebook / YouTube / Twitter
- Creating highly aspirational and engaging content for the resort and golf social media accounts both in visual and written form.
- Co-ordinating team members within the resort in order to produce engaging content for the resort social media accounts including 'Stories'.
- Regular organisation of press trips and liaison with social influencers and the resort's PR agency. Developing and growing connections with key media and influencers.
- Managing and responding to customer comments and queries via social media in a professional 'on brand' manner.
- Working with website and social media targets for both growth and improvement using best practice techniques.
- Being proactive in day-to-day co-ordinator tasks with an outgoing can-do attitude.
- Planning a weekly social media and content calendar for the resort and its sub-brands.
- Working directly with other brands in a proactive way for the benefit of the resort.

The requirements:

- Outgoing personality with the potential to present the resort's attributes in front of camera.
- Competent in photography and styling for social media images / video content.

- Experienced in the use of the latest range of social media apps for the production of on brand digital content (imagery / video / stories etc.)
- Strong written ability with creative flair for content creation across the resort social and website.
- Knowledgeable in the area of blogging with relevant examples of producing aspirational and engaging content. Strong written ability with an enjoyment for writing original content.
- Experienced in the creation of e-zine campaigns.
- Strong eye for design with the ability to assist in the co-ordination and creation of in-house sales literature for the resort departments.
- Competent in updating a website CMS with new content, imagery and promotional offers on an on-going basis.
- Previous administration experience with the ability to provide accurate, clear, concise and informative communication and recording of the same.

Comprehensive knowledge of marketing techniques and practice in:

- Social Media Management
- Video / Reel creation with editing capabilities (including the use of on-trend apps /transitions)
- Content creation for social media
- Blogging
- Digital Marketing
- Website CMS
- E-zines
- Creation of marketing collateral using brand guide lines
- Photographic and styling skills
- Editing skills (photography and videography)
- Strong administrative skills
- Creative in nature for both written and visual communication

INTERESTED IN APPLYING?

Please email your contact details and CV to the below email addresses:

HR Manager, Rachel Prothero: rprothero@loughnereresort.com

Marketing Director, Jonathan Gallagher: jgallagher@loughnereresort.com