

Job Title: Marketing Lead

Employer: Tobacco Factory Enterprises Ltd

Venues: Tobacco Factory Café Bar & Sunday Market, Grain Barge, Five Acre Farm & Shop, Mark's Bread

Hours: 10 hours per week (one 8 hour office day and 2 flexible hours throughout the week)

Pay: £15 per hour

Office Location: Tobacco Factory, Bristol BS3 1TF

We're looking for a creative marketer to join our friendly family of fiercely independent hospitality, food and retail venues in Bristol. You'll develop and carry out our marketing strategy and oversee all design and digital communications, managing our design and social media team.

About us

Tobacco Factory Enterprises is a leading light in the campaign to support and champion independent, local business. We are committed to supporting the local community and reducing our impact on the environment.

Our family includes:

- **Tobacco Factory**
A multi-purpose building that houses a lively Café Bar serving an all-day menu of vegetarian and vegan dishes, hot drinks and local craft beers, ciders, and spirits; Farm Shop; and Sunday Market; as well as meeting spaces; offices for creative businesses; and a performing arts school. The building is also home to Tobacco Factory Theatres – an independent trust running one of the most exciting performance venues in the country.
- **Tobacco Factory Sunday Market**
A bustling weekly market held in the Tobacco Factory Yard, with around 60 stalls to explore each week, featuring beautifully designed, sustainable, and locally made produce – from clothes and jewellery to patisserie and freshly baked bread.
- **Five Acre Farm & Shop**
At Tobacco Factory, our core aim is to be a model of social, environmental and economic sustainability. In early 2018, we decided to develop these values further by purchasing five acres of land near Backwell, just southwest of Bristol, and set about establishing our very own farm. We grow following organic principles to produce nourishing food in a way that protects soils and biodiversity. While our main focus is on veg, we also produce cut flowers (including pick-your-own), mushrooms, honey, free range eggs and plants for sale. Our produce is available to buy in our Farm Shop on North Street, Bristol, at our beautiful on-farm Flower Barn or [online for collection or delivery](#). You can also get our seasonal veg delivered to your door with our popular veg boxes!
- **Grain Barge**
Started life as an engineless transport barge that carried barley and wheat from Bristol to Cardiff, across the Severn Estuary. The barge is now moored on Mardyke Quay in Hotwells, opposite its original berth. Today, Grain Barge is a relaxed and friendly bar/restaurant with spectacular views across Bristol harbour and to the iconic SS Great Britain. Serving fresh, locally-sourced dishes and a range of craft beers, ciders, wines and coffees, this unique venue also hosts a programme of live music and comedy from its intimate Hold Bar.
- **Mark's Bread**
Our bakery was born from a love of bread. In 2009 Mark founded Mark's Bread as a small artisan bakery on North Street. Today we're an established, award-winning bakery working with the same values, creating high quality produce using only the best local ingredients.

About you

You'll be an organised, passionate, creative marketer with great people skills, a good grasp of current marketing trends and tools, a keen eye for detail and a natural ability in writing for brands. You'll have experience in marketing for hospitality or retail brands, ideally both. You'll be an advocate for local sustainable business that focuses on people and planet, and able to communicate this ethos with our current audience and be constantly looking for ways to grow our audience. You'll be able to work seamlessly with our company directors, venue managers and design and social media team. A good grasp of budgeting and record keeping is a must. Experience managing printed materials is desirable.

In this role, you will:

- Develop and implement the marketing strategy for our business.
- Work with our company directors and managers to respond to the needs of the venues.
- Maintain a marketing task-list, and make sure briefs are completed on time and the priorities are reviewed regularly as the business needs evolve.
- Oversee all our social channels and provide feedback to our social media team to ensure the content fits our marketing strategy. You will also be aware of trends in social media and suggest new platforms if they could be beneficial for the business.
- Work with our designer to maintain and evolve our venue brands.
- Check all design work and provide feedback to our designer.
- Manage our email marketing (using MailChimp) by communicating with venue managers to gather news and content to share with our mailing lists.
- Update our venue websites (using WordPress and Squarespace) to keep the content current.
- Manage our image libraries to keep these current and organised, brief photography where new imagery is required, working with our social media/content team on photoshoots.
- Manage print of materials such as menus, merchandise, promotional items.
- Make regular visits to our venues to ensure they are well maintained, and suggest changes and refresh signage, printed materials and décor when needed.
- Write press releases and develop relationships with local press to promote our brands.
- Write copy for digital and print advertising and editorial features.
- Manage our internal staff newsletter alongside our hr team.
- Keep records of marketing spending and budgets.
- Manage timesheets for the design and social media team and approve and monitor annual leave.

For more details and to apply, please email us: design@tobaccofactory.com