



Digital Marketing Executive – Job Description

Sauce is a leading Lifestyle Communications agency, specialising in Food and Drink, Travel, Restaurants, Bars, Wellness and Lifestyle Brands.

Our department is growing! We're on the hunt for a brilliant Digital Marketing Executive to provide essential support across our clients.

Key job roles:

Working closely with the Digital Marketing Director and Digital Marketing Manager the candidate will provide essential support across a variety of tasks, including but not limited to:

- Supporting with all aspects of community management spanning:
 - Channel set up and optimisation
 - Content creation
 - Creative thinking
 - Scheduling
 - Responding to customers
 - Reporting
 - Managing paid social media adverts
 - Competitor analysis
- Carrying out other marketing outreach on behalf of your clients, spanning:
 - Research & cold calling
 - Hotel and lifestyle concierge outreach
 - Local business outreach
 - Event delivery
 - Securing brand collaborations and partnerships
- Influencer Outreach
 - Researching and booking relevant influencers in to restaurants on a monthly basis
 - Monitoring new social media influencers for outreach
- Writing fabulous copy i.e. website copy, newsletters, social media content
- Supporting with the management of Sauce marketing databases
- Reading relevant media and developing an awareness of general trends, relevant news stories and specific opportunities
- Supporting with client administration such as meeting agendas/minutes, monthly reports
- Identifying new trends in digital marketing, evaluating new platforms and sharing these with wider Sauce team and clients
- Attending client and industry event i.e. launches, influencer events
- Taking a share of general office management duties such as answering the phone and making travel arrangements
- Assisting in developing and managing Sauce own channels – website, social media
- Monitoring new social media influencers for outreach
- Assisting in research for new business activities



Required Skills:

- Minimum one year working in a similar Digital Marketing role – preferred
- Some experience managing social media channels, including: scheduling, reporting managing paid social media adverts
- Ability to adapt writing styles and tones to suit varying brands
- A passion for hospitality and travel
- Eye for creativity and detail
- Team player with a strong work ethic
- Excellent copy writing skills
- Confident, professional manner
- High level of organisation & ability to multi-task like a pro

Further information:

- Start date: ASAP
- Salary: Competitive
- Role: Full time in our lively London office, based in Shepherds Bush
- Please send your CV and a covering letter describing exactly why you are the right person for the job to Natalie Jones, Director, Sauce Communications. nataliej@saucecommunications.com
0208 3600 3600