



## Digital Marketing Manager – 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 Manager to provide essential support across our clients.

### Key job roles:

Working closely with the Digital Marketing Director and Digital Marketing Executive the candidate will manage client social media channels, influencer relations and marketing strategy. Jobs will include:

- Community management:
  - Channel set up and optimisation
  - Scheduling content
  - Daily community management
    - Responding to customers on a daily basis
    - Engaging and building strong relations with client customers and community
  - Reporting
  - Managing paid social media adverts
  - Competitor analysis
- Creative
  - Creative thinking and strategy to grow brand awareness, engagement and following
  - Content creation across Instagram, Facebook, Twitter (and in some cases Pinterest, YouTube and LinkedIn)
  - Daily Instagram Stories
  - Organising and managing monthly photoshoots
- Marketing
  - 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
- Team management - Digital Marketing Executive reporting to the successful candidate
- Writing fabulous copy i.e. website copy, newsletters, social media content
- Reading relevant media and developing an awareness of general trends, relevant news stories and specific opportunities
- Attending monthly client meetings
- Creating 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
- Managing Sauce own channels – website, social media
- Assisting in research for new business activities

**Required Skills:**

- Minimum two years working in a similar Digital Marketing role – preferred
- Experience managing social media channels, preferably within the food industry including: scheduling, reporting managing paid social media adverts
- Some experience managing other team members - preferred
- 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](mailto:nataliej@saucecommunications.com)  
0208 3600 3600