



Digital Content Producer

at B&H Group and Cocktails in the City

£30,000-£40,000 depending on experience (option for flexible hours and occasional work from home).

Email CV and covering letter to: mh@bandhgroup.com

Bourne & Hollingsworth is a creative company with an offering centred on socialising, entertainment and drinks.

We are looking for **Digital Content Producer** to manage our digital content across a number of brands within our portfolio.

The role:

The Digital Content Producer will be responsible for all digital marketing channels across social, web and email. Managing each of our brands online presence by imagining, conceiving, creating and executing compelling content to support campaigns, drive channel growth and engagement to ultimately use digital marketing to grow footfall to our venues and events.

About Bourne & Hollingsworth

B&H has earned a strong presence and reputation from establishing innovative and successful experiential event brands, such as The Beautiful Allotment, The Tweed Run, and Cocktails in the City. With a cocktail bar in the West End, a photographic studio and event space and a multi-faceted club house, bar and restaurant in Clerkenwell, B&H is recognised for conceiving and creating beautiful and original interiors with a keen attention to detail and a unique and singular aesthetic.

This role will be split between working on our stand alone event brand Cocktails in the City and our venue spaces B&H Buildings, B&H Bar and B&H Studios.

To succeed in this role you will be:

- A capable individual with a high level of emotional intelligence.
- An outstanding communicator and storyteller.
- A self-starter, who is proactive and loves generating new ideas.

- Have a keen eye for a story and be passionate about content creation.
- Passionate for the hospitality and entertainment industry.
- Have a creative and aesthetic eye for detail.

Your skills and experience will include:

- Experienced in identifying target audiences and devising digital campaigns that engage, inform and motivate.
- Ability to form and develop key relationships with influencers across social media and online platforms.
- A deal maker and relationship builder with the experience to structure agreements and partnerships that harness our own digital channels and those of influencers and partners.
- Have experience of using a variety of forms of media to produce excellent content.
- Experience in editing stories and reels for social media platforms.
- Be able to create, source, brief and organise photography and video shoots to reflect our offering and brands.
- Ability to develop and manage all copy, assets and image banks for our brands to be used across social media, our website and newsletters.
- Experience managing a content calendar and creating original content for social, web and email.
- A proven track record in growing follower bases and improving engagement.
- An understanding of analytics and measurement of digital marketing.

You will naturally be or have:

- Excellent written communication and copywriting skills.
- Creative.
- Comfortable running multiple projects at once.
- Highly organised, ensuring that our channels deliver a regular flow and mix of high-quality content.
- Able to work collaboratively with brand stakeholders and our PR agency to come up with ideas for media stories that drive engagement and footfall to our venues and events.
- Be able to influence and challenge senior stakeholders constructively.

Ideally but not essential:

- Experience in managing paid media campaigns Facebook, Google ads, Instagram, LinkedIn
- An understanding of audience segmentation, template and best practice email marketing techniques.
- Knowledge of SEO.

Bourne & Hollingsworth's Vision, Mission and Values

Vision

To inspire creativity, pleasure and happiness.

Mission

To produce highly influential and creative hospitality* through the curation of beautiful spaces and fascinating events that bring together like minded people for an exceptional experience delivered with a laid back professionalism that is unquestionably B&H.

Values

Beautiful creativity
Memory making service
Passionately knowledgeable
Honest family work ethic
Entrepreneurial spirit

*Hospitality means eating and drinking venues and entertaining productions.