

YORK MAZE



Social & Digital Media Manager

Job description

Introduction

York Maze is a multi-award-winning seasonal visitor attraction with a small core team of hard working, enthusiastic and adaptable year-round staff. Our mission is to give every visitor an amazing experience. We are honoured to have won many awards for our outstanding customer service. We open in the summer from July – September and in October for our HallowScream nights and Hallowtween afternoons.

Your primary role will be to look after and grow the social media and digital presence for our summer and halloween events. We have a large facebook following, but feel we need to be more creative and engaging, and we plan to use more of our advertising budget through this platform. We need to strengthen our presence on all the other appropriate platforms (Instagram, YouTube, TikTok, LinkedIn etc).

Social Media Strategy, Planning & evaluation

In conjunction with the Director of Operations you'll develop a Social Media plan for the year, organic and paid for, to deliver engagement, grow the audiences and generate online ticket sales for our different events. You will be challenged to propose budgets for social media and other online advertising campaigns, monitor and evaluate results.

Content Creation

You will be tasked with creating fun and engaging content for our seasonal events and keep our audience engaged out of season. We may commission some professional photos and video, though you will be expected to be able to create and edit videos and photos yourself.

Although you will be working to the agreed plan and scheduled posts, you will also need to be alert to opportunities to capture engaging content as it happens.

On-brand messaging for our different events is crucial and you will be expected to quickly assimilate the tone-of-voice and brand positioning of each of the events.

Social Media Management

You will be the primary person (supported during peak seasons by the Retail and Admissions Manager and the seasonal Customer Service assistant) responsible for dealing with the Social Media messages received through our multiple channels, as well as monitoring and responding to comments on posts. You will monitor and respond to Facebook, Google & TripAdvisor reviews as appropriate, liaising with colleagues in other departments where comments relate to their areas.

Influencers and Collaborations

You would be responsible for identifying and working with appropriate social media influencers and responding to requests for collaborations, offering complimentary tickets to our summer or Halloween events for review visits, tracking and evaluating the resultant exposure.

Website management

You will take ownership of our websites, ensuring they are up to date, with the best images and video available. Adopting a mobile first strategy, with on-brand & SEO enhanced copy, to support search rankings. Recommending improvements to the customer experience to drive conversions.

Online Ticketing

We are 100% online tickets so seamless integration between our websites and online ticketing platform is essential. You will work alongside the Director of Operations and our ticketing provider (Fusemetrix) to learn how the online ticketing platform works with the expectation that by the end of the year you will be able to set up new ticket types, manage pricing, ticket availability, and learn to use the CRM and email and SMS marketing capabilities of the system.

Email Marketing

We currently use Constant Contact to manage our email marketing. You will be expected to create email marketing campaigns and develop initiatives to grow our email lists.

Digital Marketing

We currently work with a number of online, print & broadcast media outlets for both paid advertising and partnerships. You will support the Director of Operations in managing these relationships and creating the campaigns. You would also be tasked with ensuring we are engaging with other websites wishing to list and partner with us and to seek opportunities for listings.

Other Roles

Customer Service – You will support the seasonal Customer Service Advisor and the Retail and Admissions Manager by...

Telephone - Answering calls regarding the summer & Halloween events, opening times, directions, ticket types, buying tickets online, talking some people through how to book and change tickets online. There are also calls for accounts, catering marketing etc. that you need to transfer or take messages. At peak times when we are open there may be up to 50 calls per day.

Email - Monitoring the info@yorkmaze.com email address. Dealing with general email enquiries, forwarding other enquiries to appropriate colleagues. At peak times when we are open there may be up to 100 emails a day.

Admissions

You will support the Retail and Admissions Manager and seasonal Customer Service advisor when required to respond to radio calls from the admissions staff to assist with issues and see customers face to face. This can be for various reasons eg no tickets, tickets for the wrong day, the wrong type of ticket, not having required documentation for disabled and carer tickets, general complaints and queries.

FuseMetrix – You will need to be familiar with the FuseMetrix online ticketing system to be able to resend booking confirmation emails, reschedule a booking, and when appropriate cancelling and refunding tickets.

Other roles

All members of our year-round team need to be adaptable, and happy to turn their hand to any tasks necessary. You may need to help with the admin at times, jump on a till, or even serve behind the bar.

Reports to

Director of Operations

Direct Reports

None, though you will be expected to support the seasonal Customer Service advisor and the seasonal admissions team.

About You

You'll be a creative and experienced social media manager, with a track record in creating successful campaigns across social media and other digital channels. A strong creative side, able to come up with your own ideas and create engaging content with photography and video editing skills. You'll need to demonstrate a good understanding of social media advertising, what works and how to track results.

You will have strong organisational and planning skills, able to work at a fast pace, managing multiple projects at the same time. A happy and fun-loving personality. You'll have a "can do" attitude, able to cope with the peaks and troughs of a seasonal business.

Ideally, you'll come from a tourism, hospitality, events or leisure background or have experience in a fun and engaging B2C sector.

Above all you will be passionate about customer service excellence, a team player able to work as part of small team in a fun, fast paced environment. Happy to support colleagues and get stuck into whatever needs doing.

Hours of work

There is some opportunity for home working especially during the closed season, but during our open season you will need to be on site most days. The workload fluctuates with the seasonal aspects of the job. When we are fully operational (early July to early Sep and the month of Oct), we expect you to work 6 days a week. During our Hallowscream nights you will be expected to work circa 2pm – 11pm. When we are not open then you may be working 4 or sometimes 3 days a week. This will equate to the equivalent of a 40hr 5 day a week job across the year. You will be expected to manage your own time to allow you to achieve the best results you can.

Pay & Benefits

Salary circa £30k depending on experience. Other benefits include pension scheme, free parking, complimentary tickets, flexible working.

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