

# YORK MAZE



## **Social Media Executive (seasonal June – Nov)**

### **Job description**

#### **Introduction**

York Maze is a multi-award-winning seasonal visitor attraction with a small core team of hard working, enthusiastic and adaptable staff. Our mission is to give every visitor an amazing experience. We are honoured to have won many awards including being named the Best Farm Attraction in the UK and the Best Scream Park. We open in the summer from July – September and in October for our HallowScream nights and Hallowtween afternoons.

We believe York Maze has one job, and that is to...CREATE HAPPINESS! Our values are: Happiness & Laughter, Honesty & Fairness, Trust & Respect, Hard Work & Focus. Working by these shared values helps us exceed expectations!

If you are fun-loving, hard-working, sociable and creative, looking to work in a business that matches your vibe then we want to hear from you! We're looking for the right person join our team on a seasonal contract for 5-6 months from June – Nov, someone who can create engaging content to raise awareness of our summer and halloween events and ultimately to sell tickets!

#### **Social Media Planning**

In conjunction with the Director of Operations and our retained Digital Marketing agency you'll develop a Social Media plan for each season, to deliver engagement, grow the audiences and generate online ticket sales for our different events.

#### **Content Creation**

You will be tasked with creating fun and engaging content for our seasonal events. You will have experience across Instagram, TikTok and Facebook. We may commission some professional photography and video, though you will be expected to be able to create and edit videos and photos yourself. You will be particularly adept at coming up with ideas, shooting and editing short-form video content. Experience with Canva would be an advantage.

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 site. You will need to react quickly to emerging trends whilst ensuring our messaging isn't lost.

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, writing engaging, on-brand copy as part of your content creation.

### **Social Media messages & Review Sites**

You will be the primary person (supported 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 will be responsible for identifying and working with appropriate social media influencers and content creators. You will evaluate and respond to requests for collaborations, assessing opportunities and offering complimentary tickets to our summer or Halloween events for review visits, tracking and evaluating the results.

### **Website management**

Keeping our website up to date with the best images and video available will be part of your remit. Working with the Digital Marketing Agency you'll create SEO enhanced and on-brand 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, our Retail & Admissions Manager and our ticketing provider (Fusemetrix) to use the online ticketing platform.

### **Email Marketing**

Email marketing is part of our ticketing system allowing for targeted emails based on purchase history. 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 and work alongside our retained Digital Marketing Agency to help manage these relationships and create 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.

You will be responsible for ensuring our listings are up to date and accurate on EG Google my Business, Apple Maps, days out directories, tourism sites and other listings.

## **Other Roles**

Your primary role is Social Media Executive. However as a small team we help each other out. There is no place for jobsworth's here! You need to be a team player, prepared to turn your hand to any task as necessary, for example supporting Customer Service 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.

Email – On occasion you may be asked to monitor the info@yorkmaze.com email address. Dealing with general email enquiries, forwarding other enquiries to appropriate colleagues.

Bookings – 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.

## **Reports to**

Director of Operations

## **About You**

We are looking for someone with at least one year's experience as a social media executive / content creator.

A strong creative side, able to come up with your own ideas and create engaging content with photography and video editing skills, particularly short form video.

Ideally your experience will have been gained in the attractions, hospitality, ticketed events or another fun and engaging sector. This role is about creating content that drives engagement and ultimately conversions so you need to understand performance, not just posting.

You will be working alongside the Director of Operations and our retained Digital Agency, however having a basic understanding yourself of analytics and performance, such as social insights or Google Analytics (GA4) would be an advantage.

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.

You will have strong people skills, confident with face-to-face communication eg speaking to parents to get permission to video and photograph their children, videoing visitors through a scare house or encouraging colleagues to get involved in your latest TikTok trend idea!

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.

**Location**

Although some working from home is possible this is predominantly a site-based role. You will be working at York Maze. Note there is no public transport to get you to York Maze at the times required including late night finishes during Hallowstream. You will need your own transport.

**Working Environment**

York Maze in the summer is a large site to cover so you are likely to get your step count up! Our Halloween events are mainly indoors, it is dark, with loud noises, special effects, scare actors and some tight spaces in the scare houses. You will need to be comfortable working in these environments.

**Hours of work**

This is a seasonal role from June – Nov. We are offering this as a full time 5 days, 40hrs per week job, but we would also consider candidates looking for a slightly shorter working week. The workload fluctuates with the seasonal aspects of the job. During our summer operating period from early July to early Sep, hours are typically 9 – 5, with regular weekend work essential. During our Hallowstream nights you will be expected to work circa 3pm – 11pm. When we also have our Hallowtween afternoons you could be working some long days. Flexibility is key.

**Pay & Benefits**

Salary circa £12k - £17k depending on experience for the 5-6 month contract period if working full time (equivalent to an annual salary of circa £28k - £33k). Other benefits include pension scheme, free parking, complimentary tickets, flexible working. We also like a staff party or two!

08/05/26