



JOB DESCRIPTION

Job Title: Social Media Coordinator

Location: Romsey, Hampshire

IGY's worldwide network of properties sets luxury standards for service and quality in nautical tourism. IGY has the only global portfolio of premium yachting destinations, serving over 10,000 annual customers at 23 marinas in 13 countries. IGY's unprecedented collection of marinas spans the Americas, Europe, and Middle East serving a variety of vessel types, and is the home port for many of the world's largest superyachts.

We are now seeking a creative and enthusiastic individual to join our Marketing team as Social Media Coordinator, based at our European Head Office in Romsey.

Essential Duties and Responsibilities:

Key responsibilities will include developing and implementing social media strategies to increase brand awareness, engage with our audience and promote our marina services to the boating community. You will be responsible for day-to-day content creation, posting and interaction across our social media channels e.g. Facebook, Instagram, LinkedIn etc. ensuring consistent messaging and a strong online presence. You will need to build direct relationships with our marinas to build a library of images, videos and stories that will highlight the beauty of our marinas and the experiences of our customers. You will also be responsible for tracking and reporting on social media metrics such as reach, engagement and follower growth to measure performance and identify areas for improvement. In addition, you will have the opportunity to be involved in other areas of our marketing activities.

Qualifications/Experience:

To be successful you will need 1-2 years' experience as a social media coordinator or similar role, experience gained within hospitality, tourism or marine industries would be advantageous but not essential. A strong knowledge of various social media platforms along with strong analytical skills, excellent writing and communication skills coupled with a creative mindset are essential. You will also need to be able to produce engaging written and visual content and be pro-active & confident working both independently and as part of a team. A degree level qualification in Business, Marketing or a related field is desirable.

If you are ready for a new challenge with IGY Marinas, then we would love to hear from you! Please submit your CV and cover letter and send to HumanResources@igymarinas.com