



Digital Coordinator for the IWSC & Club Oenologique

The International Wine & Spirit Competition and Club Oenologique are part of The Conversion Group. Constantly growing and building, The Conversion Group is a globally recognised organisation in the luxury lifestyle and creative space. Our exciting portfolio of brands includes a broad selection of wine and spirits businesses, as well as businesses spanning the culinary, arts, creative and exhibition sectors. The Conversion Group businesses have a significant footprint across the UK and US as well as interests in Europe and Asia.

The Digital Coordinator will work across the IWSC, which has been judging and awarding the best wines and spirits for 50 years, and Club Oenologique, which provides access to the very finest wines and spirits, the arts, architecture and more, through tastings, dinners and a brilliant new magazine. Visit www.iwsc.net, www.cluboenologique.com and www.theconversionfund.com for more information.

It's an exciting time to join our team because we are putting a lot of resources into developing engaging content next year, with the aim of driving both business and consumer awareness of our brand via our online channels. This role will be at the forefront of developments in a small, agile and creative team.

Could we be your new home?

We are looking for a creative and self-motivated Digital Coordinator to join our newly formed Content Team, to create engaging content for our social media channels, websites and emails, support a variety of digital projects and contribute to the digital communication strategy. This role works with both B2C and B2B marketing and offers an opportunity to grow your skillset across both areas. This is the ideal role for a recent graduate looking to start a career in online marketing and the drinks industry.

Role responsibilities:

- Assist with the day-to-day execution of content marketing across IWSC and Club Oenologique.
- Daily content planning and production, which includes keeping our busy Content Calendar updated.
- Manage and maintain our social media channels according to the editorial and marketing plan and calendar.
- Work in the CMS to update both websites, including updating the homepage, latest news, events pages etc.
- Upload content and source images.
- Create and send email campaigns as per the campaign calendar and to the agreed targeted audience via the DotDigital platform.
- Provide support on website development and maintenance projects.
- Write news articles/blog pieces for the websites
- Administrative or other marketing support as and when required

The ideal candidate must:

- Have a working knowledge of social media channels including Facebook, Twitter, Instagram, YouTube and LinkedIn.
- Have strong project management and time management skills.
- Have excellent copywriting skills.
- Be creative.
- Be adaptable, flexible and willing to work across disciplines as needed.
- Be a self-starter with the ability to prioritise, work to deadlines, use initiative and perform under pressure.
- Be a collaborative, good team player.
- Have interest in the wine and spirits industry

Additional skills preferred:

- Experience working with a website Content Management System (CMS)
- Proficiency in Google Analytics.
- Experience working with DotDigital or a similar email marketing tool.
- An understanding of SEO and PPC.
- Working knowledge of Photoshop/InDesign.
- Interest in photography/video.

This role will be based in our commercial offices in West London, W10.

Does this sound like you?

Please send a cover letter and CV to Rachel.Swatman@iwsc.net by Monday 11 November 2019.