



Voodoo Ray's - Marketing Manager Job Specification

Employment: Full Time

Location: Working hours will largely be split between our restaurants in Dalston & Peckham.

Salary: £28,000 - £35,000 DOE

The role of the Marketing Manager for Voodoo Ray's is to be the driving force behind the marketing activities of the brand. This includes developing brand loyalty, as well as ongoing responsibilities such as overseeing the social media accounts, their messaging and our customers' engagement on these platforms.

Marketing Strategies will be written and implemented by the Marketing Manager, paying particular attention to projects that will be on the horizon that year. These strategies will be movable and editable as per the eb and flow of the business, however ambitious yet realistic targets should be set for social media growth and reflected upon at the end of each calendar year.

Another element of this role involves helping with the strategy and implementation of the corporate delivery side of Voodoo Ray's, which is slowly building back up post-pandemic.

Key responsibilities

- Develop yearly marketing plan breakdown in quarters and months with campaigns and clear strategy.
- Increase the revenue at Voodoo Ray's sites – increase delivery sales – boost underperforming area of revenue share
- Plan the year's seasonal events and collaborations – liaise with chefs on upcoming specials
- Identify local partners for Voodoo Ray's restaurants, identify brand relationships online
- Oversee and lead the redesign of Voodoo Ray's website in Q1 / Q2 of 2022. Manage SEO
- Branding across the group (instore poster, mailouts / slice club / brand voice)
- Oversee Voodoo Ray's' app and subsequent data to identify areas of opportunity
- Be the driving force behind Voodoo Ray's Peckham's new Live Music project (launched Nov 2021).
- Manage the database and oversee data capture
- Write and design e-newsletter
- Analyse the delivery reports to ensure optimum effectiveness
- Manage Large orders bookings & customer journey.

Social Media

Manage and liaise with the marketing assistant to ensure that:

- Content is posted strategically for maximum effect.
- Advertising is carried out appropriately and within agreed budgets
- Scheduled posts are set up for over the weekend
- Messages, comments and reviews are replied to effectively, as soon as possible, 24/7.
- The Voodoo Ray's voice is maintained throughout
- Relationships with other brands are managed and nurtured
- Relevant third-party / customer content is shared

Assets

Be responsible for the design, content and delivery of...

- Menus
- Signage, posters
- Mailshots
- E-flyers
- Website & App – a redesign of the Voodoo website
- Mailing lists and databases
- Photography
- Deliveroo pages