



# BLACK RHINO GROUP

YOUR LOCAL PUBLICANS

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## **Black Rhino Group Marketing & Social Media Manager**

We are looking for an experienced Marketing and Social Media Manager to oversee the overall marketing of 14 established pub venues across Victoria.

### **Us**

Black Rhino Group (est. 2012) owns and operates a diverse range of venues across Victoria, specialising in gaming, wagering, family bistros, sports bars, retail liquor, nightlife, entertainment and accommodation. We currently operate 14 hotels and a nightclub, with the venues spanning metropolitan Melbourne and country Victoria. Enjoy a great work culture, surrounded by a pragmatic, experienced and down to earth team!

### **The Role**

We are a growing business so you must be able to hit the ground running. You must be able to show initiative, have a proven capacity to prioritise your workload and meet deadlines.

Reporting to the operations managers, you will work alongside venue management to develop and execute the marketing and communication strategy for our portfolio of individual venues – including food, beverage (both on and off premise), gaming and wagering areas. You will also be responsible for organising the activities calendar for the overall company brand and each individual site.

You will liaise with venue staff and key industry partners to create venue wine lists, menus and further food, beverage, gaming and wagering promotions. Following with analysis of overall sales and success indicators. You will be responsible for the design and production of all POS artwork (digital and print), creation of web and social content and management of all venue websites and social media.

### **Your responsibilities**

- Website Management and design (Wordpress, Elementor)
- Marketing strategy conception and delivery
- Moderating and managing our social communities (all venues) and creating all web content and copy
- Development of all POS artwork and management of external contractors
- Creation of annual activities calendar in conjunction with key stakeholders
- Other marketing and advertising as required

### **The qualities that we seek include:**

- Ability to work in a team environment and autonomously when required
- Proven capacity to prioritise workload, meet deadlines and show initiative
- Excellent verbal & written communication
- High level of attention to detail
- Previous exposure to hospitality industry preferred but not essential
- Graphic design skills (InDesign, Photoshop, etc)
- Tertiary qualifications in related discipline or equivalent work experience
- 3-5 years experience in a similar role

A salary commensurate with experience will be paid to the right candidate. The package also includes a fully maintained Mazda 2 on top of the salary remuneration.

**If you believe that this position suits you, please submit your cover letter and resume.**

Please note, only successful candidates will be contacted.