

Job title	Media and Marketing Manager	Date written	17 March 2025
Direct reports	None	Reports to	Sam Dalley – Managing Director
Location	Hybrid – offices in Matlock Remote options will be considered	Salary	Salary and hours £24,000 - £35,000 depending on experience, pro rata. The role is 2.5 days per week
Context and position purpose	<p>Hostels have a long tradition of providing great value accommodation in the most beautiful areas of countryside, across all four nations of the UK.</p> <p>Independent Hostels Ltd is the UK’s largest network of hostels and hostel-style accommodation and has been running for over 30 years. It is a tiny company which punches above its weight, representing hostels and hostellers across all four nations.</p> <p>We support a vibrant community of member hostels and hostellers, and we develop software to help the hostel sector and to provide digital inclusion for all.</p> <p>We are looking for a media and marketing manager to take over the promotion of the network nationally, across all channels, to secure media coverage, increase reach and promote engagement.</p> <p>This role is ideal for a media and marketing professional seeking a flexible, part-time position. Primarily focused on media, the role will include some marketing once a media presence is established.</p>		
Key tasks	<p>Media</p> <p>Engage national media to gain coverage of the network and stories of hostels and hostellers.</p> <p>Marketing plans</p> <p>Develop a comprehensive marcomms plan to reach key audiences and raise the profile of the network and the hostels it represents. This will run across all channels but focus on earned and owned media.</p>		

	<p>Campaigns Run successful integrated campaigns in the outdoor and national media and across Independent Hostels' owned channels, to reach hostels and hostellers and drive traffic to our website.</p> <p>Digital channels Manage digital channels including social media and email marketing.</p>
Key skills and experience required	<p>Media management - Proven success in developing compelling stories for media and gaining coverage in the national media</p> <p>Social media - Experience of managing social media channels</p> <p>Content - Content creation which can be used across all channels - creating stories, graphics and imagery.</p> <p>Marketing - Experience of creating and running integrated marketing campaigns</p> <p>Budgets – able to work with very limited budgets and securing coverage for low / no cost. There will be opportunities to partner with our friends in the industry to amplify campaigns.</p> <p>Digital – Confidence working with social media channels and email marketing.</p> <p>Analysis and insight – use research and data to observe trends, target campaigns and to inform content creation. Confident using GA4 and social media analytics.</p> <p>Communication – excellent written, image based and verbal communication skills.</p>