



The Lost
Estate

VACANCY:

ORGANIC & INFLUENCER MARKETING MANAGER

FULL-TIME POSITION

APPLICATIONS CLOSE 3RD FEBRUARY, 2023

WWW.THELOSTESTATE.COM



THE LOST LOVE

The Lost Love Speakeasy
A LOST ESTATE EXPERIENCE

JOB OVERVIEW



Who we are

The Lost Estate (TLE) is an immersive hospitality and arts company that brings classic stories to life, creating fantastical immersive worlds, packed with dining, mixology, theatre, and world-class performance.

The role

We are looking for a creative and ambitious marketer to join our fast-growing team as **Organic and Influencer Marketing Manager**. You will be responsible for **driving new sales** and **building brand status** through organic and influencer-led channels.

Who you are

We believe that great Arts and Hospitality experiences have the power to change lives. This role is for someone who wants to join that mission. You should have at least **1-2 years of experience** in digital marketing roles. If you love the Arts and Hospitality and are seeking a fast-growing, mission-driven start-up, we can't wait to hear from you.

WHY THE LOST ESTATE?



"EASILY ONE OF THE BEST SHOWS I'VE BEEN TO IN LONDON EVER..."

ANDY M. ★★★★★

The Lost Estate is one of the UK's fastest-growing Arts and Hospitality brands. Over the past five years, we have opened eight sold-out experiences that offer guests fantastical and immersive worlds, packed with dining, mixology, theatre, and world-class performance.

We are a founder-led company that believes extraordinary Art and Hospitality can change lives. Our mission is to create experiences that deliver this outcome to as broad a range of people as possible. Our deep conviction and sense of purpose is reflected in the quality of our workplace.

That said, we know that excellence on the bottom line is the only sustainable route to our goals. We are also an ambitious, profitable enterprise that puts commercial success alongside creative excellence at the heart of our vision.

You're joining us at a key moment. In 2022, we secured our first permanent premises - a former mannequin factory in Earl's Court that we've transformed into an Arts and Hospitality complex, complete with a 250-capacity immersive theatre. We believe it will become a true London landmark and we want your help to achieve that.

In 2023, we are **opening a second venue** - a Peckham warehouse that will be transformed into a 1950s Cuban nightclub - and **expanding internationally**, by launching experiences in the US and China.



In Night's Darkling Glory
A LOST ESTATE EXPERIENCE

ESSENTIAL REQUIREMENTS



PERSONAL PROFILE

- **Passion for marketing:** you will relish all aspects of the marketing process. You'll take pride in being part of an innovative, performance-focused, and industry-leading marketing team.
- **Fascination with social media:** you'll love all aspects of social media, from audience-building tactics across different platforms to current content trends and formats to new and emerging networks.
- **Love of sales:** you'll get a kick out of driving our daily sales graph - the idea of setting new capacity records will be exhilarating. The fact this role is performance-based will be a source of motivation, not trepidation.
- **Passion for the Arts and Hospitality.** The successful candidate will share our core belief that Arts and Hospitality experiences can change lives.

TECHNICAL SKILLS

- **Computer literacy:** knowledge of specific marketing software is not essential. However, the ability to learn new platforms quickly is, so you must have exceptional core computer literacy.
- **Social media management:** you'll have strong experience managing social profiles across different networks, whether your own personal accounts or ideally a professional/business account.
- **Copywriting:** you'll be able to write incisively and creatively in different tones and for various formats, ranging from creator briefs to social media posts. Your spelling and grammar will be exceptional.
- **Design Skills:** whilst TLE has in-house designers, you will have used software like Photoshop, Figma, or Canva before so you can manipulate/repurpose designs into different formats.
- **Numeracy and spreadsheet skills:** you'll be confident working with marketing maths - ticketing capacities, website views, conversion rates, etc. - and organising the information into reporting spreadsheets.

ROLE RESPONSIBILITIES

Influencer / UGC: Strategy And Management

- Researching key influencers, managing outreach and invitations, writing creator briefs, liaising with FOH staff to ensure successful content creator visits, managing and negotiating on content produced.
- Strategising and creating in-house UGC content, in collaboration with our Media Buyer.

Organic Content: Strategy, Development, Posting

- Strategy, Creation, and Posting of organic content to social media platforms, with a focus on driving organic sales and building brand story/status.
- Project management of major organic marketing initiatives (eg. podcasts, recordings, audiobooks).
- Management of 'social chatter', responding to interactions across social media channels etc.

Organic Online Presence: Strategy and Curation

- Manage and drive key review platforms (Google, TripAdvisor, Facebook)
- Co-Manage TLE's feedback programme, with a view to maximising word of mouth and reviews
- Monitor and curate TLE's presence on Google, including basic SEO best practices

Press and PR

- Project manage paid press/PR initiatives, including creation of media kits and shaping of partner content
- Managing organic press and PR enquiries

Analytics

- Collaborate with the entire marketing team to maintain best-in-class analytics/attribution systems, delivering accurate performance-driven data on all organic/UGC activities.

DATES, PAY AND BENEFITS

Full Time Position commencing February 2023

Salary and benefits:

- Salary: £27,000 - £35,000, depending on experience
- Hours: 40 hrs/week
- Holidays: 28 days annual leave, including public holidays
- Probation period: 3 months
- Flexible working schedule, including working from home where appropriate
- Benefits including:
 - Free tickets to The Lost Estate shows (subject to availability)
 - Staff discount on drinks at The Lost Estate shows
 - Hybrid work model—work from home or the office
 - Late start/flexible hours when you need it
 - A workstation at our Earl's Court office

HOW TO APPLY



To apply for the role, please send a **CV** and a **short cover letter** (setting out how your experience and skill set matches the role requirements) to:

hr@thelostestate.com

(please mark the subject line 'Organic Marketing Vacancy')

Closing date: 3rd February 2023, 10am

The Lost Estate is committed to being an equal opportunities employer. We welcome applications from all, particularly those who are underrepresented in our sector.

Please note: The Lost Estate has a responsibility to ensure that all employees are eligible to live and work in the UK. If you are made an offer of employment, this will be subject to us verifying that you are eligible to work in the UK.

The Great Masked Ball
A LOST ESTATE EXPERIENCE

