

Job Description - Marketing & Events Executive (Food Halls)

Key Purpose	
To support the Marketing Manager to deliver a comprehensive content marketing and events programme to support the food hall in achieving their footfall and revenue objectives, whilst also creating a thriving and vibrant community. Creating engaging content and driving awareness and engagement.	
Key Responsibilities	
<ul style="list-style-type: none"> To follow the content creation process for your assigned food halls, including creating engaging content in all formats for use across all channels (social, email, web, collateral) To create engaging and vibrant content to drive reach and engagement on all organic social channels, including the use of influencers and UGC to drive authenticity To ensure events, activities and activations are delivered effectively at venue level, including ensuring events are well represented in the marketing activity and across social channels Liaising with operational colleagues to ensure events run smoothly Visit sites weekly to review operational marketing requirements, including TVs, menus, and to liaise with food partners for content and provide marketing support if needed Liaise with food partners, in conjunction with the Food Hall Operations Manager, to identify deals and promotions to encourage footfall and spend across your assigned food halls Brief in all assets to Creative to support and promote the marketing and events activities at the food hall, including menu updates, changes to opening times and supporting events Monthly audit of all marketing at the food hall level, including TV screens, posters, menus and ensure any changes are communicated to the broader team (to update web/CRM) Review all marketing campaigns, social campaigns and events to ensure they have delivered on reach and engagement targets, and footfall and revenue if appropriate Ensure the "bible" of important information is up to date and shared widely for your assigned food hall to ensure consistency across teams Support the Head of Marketing & Events, Marketing Manager and Activation Coordinator in delivering their events and activities on your assigned food halls, including creating content and sharing widely Work with the Head of Events and Marketing and the Marketing Director to ensure all processes are in place to efficiently manage the on-site collateral and other operational marketing requirements, and create opportunities for operational colleagues to feed into our planning process Participate in the annual planning process with the broader marketing team 	
Key Requirements	
<ul style="list-style-type: none"> A passion for content creation, social media marketing and events Ability to create strong photography and videography content Team player who can support the wider team including food partners and operations Willingness to work flexibly with a real can-do attitude Strong organisational skills and an ability to plan ahead Good communicator with strong written and oral skills 	
KPIs	
<ul style="list-style-type: none"> Ensure site information is accurate and shared within marketing Monthly Marketing Audits completed Social Media reach and engagement Event attendance and impact incl. feedback High quality content for use across all channels Increase in influencer and UGC content 	
Reporting to:	Head of Events & Marketing
JD Created by:	K Jarvis
JD Approved by:	R Allinson
Date:	November 2025

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