

Role profile



Role title:	Marketing Executive
Reports to:	Marketing Manager
Department Head:	Commercial Director
Location:	Home Based

Objectives of the role

- To support our Proper pubs team focussing on engaging with communities and enhancing customer experience in our pubs.
- Working in a fast-paced environment and ensuring that events and resources are organised to meet and exceed the expectations and standards needed by our operators and the business.
- Responsible for coordinating launch activities for new pub openings, supporting the Marketing Manager with campaign planning for key events, and working closely with our operations team to bring campaigns to life.
- Utilising creativity and insight to support the development and implementation of effective marketing tools and resources that will be used to promote Admiral Tavern's Operator Managed pubs.

Key Responsibilities:

- Oversee all marketing for pub investments and conversions, ensuring a smooth launch process by ordering appropriate marketing materials, setting up website pages, scheduling social media campaigns, and briefing PR agencies.
- Collaborate with the recruitment team to design and deliver engaging marketing collateral.
- Support the Marketing Manager(s) in developing promotional briefs, offers, and campaigns for key events throughout the year.
- Collaborate with suppliers, marketing agencies, designers, printers and other key stakeholders to ensure all promotional materials are produced, delivered, and executed on time and to spec.
- Design, update, and distribute monthly sports assets for Pub Operators to use in their venues.
- Assist the Digital Marketing Executive in creating engaging content for Admiral Taverns and Proper Pubs' social media channels.
- Work closely with the Operations team to gather and promote Pay Per View (PPV) sporting events, pub awards, and other ad hoc marketing initiatives.
- Ensure effective implementation of the delivery of bespoke point-of-sale materials—such as digital screens, social media assets, chalkboards, and A-boards—while resolving any issues and ensuring timely fulfilment.
- Be a key point of contact for Pub Operators and Operations team members, providing guidance and support on marketing-related queries.
- Maintain and regularly update key marketing tools, including spreadsheets, campaign plans, and website content.
- Create engaging digital content for in-pub screens and social media assets.
- Keep artwork and assets up to date via our digital toolkit portal.
- Ensure Google Business, Use Your Local and website listings for all Proper Pubs are accurately represented with up-to-date information.
- Support the wider marketing team in planning events and awards evenings.

Skills and Experience:

- Experience within a marketing role, ideally within the hospitality sector.
- Excellent Microsoft skills, especially Excel and PowerPoint.
- Strong self-motivation – focused on key tasks whilst prioritising workload.
- Autonomous – able to operate without the need for close supervision.
- Flexible and versatile – able to handle fluctuating fast paced demands of the role, whilst also prioritising workload and objectives
- Excellent communicator – able to communicate effectively and collaborate with all stakeholders including operators, suppliers, agencies, and internal stakeholders.
- Strong presentation skills
- High levels of accuracy and attention to detail – able to deliver projects and campaigns effectively
- Commercially astute – instinctively evaluates the commercial merits of all actions & activities

Working arrangements

This is a Home-based role – Head Office attendance is only required for specific meetings/purposes. Travel and overnight stays will occasionally be required.



Admiral Taverns Values and Behaviours

Core to the Group's ongoing success is the strength of our team. We are incredibly proud of the culture we have developed across our business. Our team are passionate, hardworking, dedicated and ambitious. Our team developed the company values themselves which means that we live these through to the core of our business. Everything we do as an organisation revolves around supporting and enabling our licensees to make their business the very best it can be.



WE WORK TOGETHER IN A POSITIVE AND INCLUSIVE WAY

Collaboration and accountability
Be supportive and open
Motivate oneself and others



WE RESPECT AND CARE ABOUT OUR TEAM, LICENSEES AND OPERATORS AND DEMONSTRATE THIS IN OUR ACTIONS

Honesty and integrity
Empathy and compassion
Communicate with clarity to all



WE STRIVE TO MAKE THINGS BETTER

Take ownership and lead by example
Give and accept positive challenges
Deliver ambitious results

Admiral Taverns is committed to equal opportunities for all and to the provision of a diverse and non-discriminatory working environment.