

## Marketing Lead & Brand Developer JOB DESCRIPTION

### THE MISSION

Can YOU use your creative energy to make a REAL difference?

We need you to use your marketing experience to build a strong, cohesive brand presence across multiple platforms and expand our reach to new audiences. Your integrity, discipline and dedication will allow you to play a key role in shaping the future of this well-established and profitable growth business.

### YOUR WEAPONS

The tools of your job will be our existing website and social media platforms as well as the relationships we have developed over the last decade. You will have direct access to work with the founder/director to develop an agreed strategy and will hold a marketing budget sufficient to execute that strategy, You will be compensated with a competitive salary, flexible working, and will not be micro - managed.

### ABOUT US

PAUS is an outdoor venue where the public can unwind and recharge through a range of activities, including wood-fired red cedar hot tubs, Finnish barrel saunas, cold plunge pools, ice baths, a barefoot walking trail, and creative leisure workshops.

With a daily capacity of up to 100 guests for the general public and a licensed event capacity of up to 400 for private functions, PAUS is rapidly growing in popularity. As we expand, we are looking to reach new audiences nationwide and build relationships with corporate clients.

### ABOUT YOU


Glass half full

Experienced brand builder

Reliable and sensible decision-maker

Commercially astute and business-minded

Committed and engaged

 Pleasant to deal with

**BATHING UNDER THE SKY LTD.**

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Company Number 8017993



OUR EXPECTATIONS

This is a new role and you will be responsible for establishing the marketing function at PAUS, implementing a range of marketing activities, and putting in place key procedures to support the company's growth.

You will work closely with the founder/directors of the business to develop a marketing strategy and we will judge subsequent performance on mutually-agreed target outcomes.

You will be a single-person-department, capable of content creation, website and social media management, developing relationships and organising promotional events.

Whilst hours are flexible, this is not a working-from-home role. You will benefit from being on site in South Cambridgeshire to understand the operation. We are considering part-time and full-time candidates.

READY TO MAKE YOUR MARK?

If so, then we'd love to hear from you with your CV and covering letter, if appropriate, to be submitted to [alexandra@pauscambridge.com](mailto:alexandra@pauscambridge.com) by 30th September 2024.

