



Rheilffyrdd Ffestiniog ac Eryri Ffestiniog & Welsh Highland Railways

Gorsafyr Harbwr / Harbour Station, Porthmadog, Gwynedd, LL49 9NF
01766 516000
enquiries@ffwhr.com

Job Description

I. Post Details

Post Title: Digital Marketing Officer
Post Reports to: Marketing Manager
Location: Harbour Station, Porthmadog
Hours of work: 40 hours per week to be worked as required
Notes: This post may require some weekend & evening working.
This post may be suitable for hybrid working, however an onsite presence is required so the post is not suitable for fully remote.

2. Purpose of Job:

The Post Holder is responsible for developing and managing the railway's digital presence, including website content, social media channels and online campaigns. The Post Holder will focus on promoting and driving railway ticket sales whilst also supporting marketing initiatives across various departments including Visitor Experience, Volunteering and Hospitality & Retail.

3. Principal Accountabilities:

- (i) Manage the Company's social media channels (Instagram, Facebook, X, TikTok and others), developing engaging content that promotes our services, events and seasonal offers, ensuring that content aligns with brand voice and campaign objectives;
- (ii) Work alongside the Marketing Manager to develop, implement and monitor paid social media advertising campaigns to drive awareness, engagement, and bookings across our range of journey experiences, tailoring messaging to resonate with specific customers for each product;
- (iii) Work alongside the Head of Volunteering and our Manager of Moving Media to create engaging Digital Content that promotes volunteering opportunities and encourages new volunteers to join the railway;



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- (iv) Support the Hospitality & Sales Manager to create and promote content highlighting the railway's catering outlets and retail shop offerings;
- (v) Analyse and monitor campaign performance, using data to suggest improvements, optimise expenditure and increase engagement and conversions;
- (vi) Liaise with the Marketing Manager to plan and optimise Google Ads and Bing PPC campaigns, ensuring maximum ROI and alignment with marketing goals;
- (vii) Respond to customer comments and messages on social media in line with brand tone and service standards;
- (viii) Stay up to date with digital marketing trends, social media developments and competitor activity to inform improvements and opportunities;
- (ix) Assist with the creation of digital adverts, social media graphics, and promotional content as required;
- (x) Support the capture and organisation of photography and video assets, coordinating with our internal and external photographers and videographers where needed;
- (xi) Support the marketing team at special events, press visits and launch activities to generate digital content and live coverage opportunities;
- (xii) Other work as required.

4. Job Context

The Post Holder reports to the Marketing Manager and is part of the wider Marketing Department. The Post Holder will work closely with the other members of the Marketing Department, and the wider Commercial team.

5. Experience, Knowledge, Qualification and Training:

- (i) Experience of managing social media channels (Instagram, Facebook, X, TikTok, YouTube and/or similar) and paid social media campaigns;
- (ii) Fully IT literate to include proficiency with Adobe Creative Cloud; Photoshop, Illustrator and/or InDesign;
- (iii) Creative, proactive and able to bring fresh ideas and perspectives for social content and promotional campaigns;



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- (iv) Experience of content creation to include writing captions, posts and short form copy; photography and short form video capture;
- (v) Basic video editing abilities using Premiere Pro, Rush or similar;
- (vi) Basic understanding of platform algorithms and digital analytics;
- (vii) Able to interpret metrics and produce performance reports with recommendations;
- (viii) Excellent organisational and multitasking abilities, with a keen attention to detail;
- (i) Must be adaptable and able to work on own initiative with good time management skills;
- (ii) Comfortable working in a fast-paced environment, particularly around events and peak tourism seasons;
- (iii) Excellent communication skills, both written and oral;
- (iv) Interest in heritage, railways, tourism, and community engagement is required;
- (v) Experience working within tourism, heritage, leisure, attractions or hospitality sectors is desirable;
- (vi) Ability to speak Welsh a distinct advantage.