

About Alacer

Alacer has provided software solutions to the independent hospitality sector for more than 20 years. We are industry experts who focus solely on delivering smart, intuitive technology to meet our customers' evolving needs. Our clients range from gastropubs to 5-star spa hotel resorts and our software supports their profitable growth.

As a people-first company we know that the best results are achieved by happy people who enjoy working together towards a clear vision, but with the freedom to challenge the status quo and innovate new ideas. We therefore try to create a comfortable, supportive, enjoyable working environment where everyone has a voice and there is plenty of healthy challenge (without stretch becoming stress). We also value and support colleague development with training budgets available to meet individual growth opportunities and access to online training and research resources.

We value honesty, a dedication to professional growth, and a deep understanding of our customers and business goals. Our team members are passionate about promoting our solutions and ensuring we exceed customer expectations

We have a healthy culture, built around our shared core values and beliefs:

- *One Team, One Purpose*
- *Strive for Excellence*
- *Challenge, Innovate, Improve*
- *Honesty with respect*
- *Passion with Personality*
- *Profit with Integrity*

Job Specification: Marketing Coordinator

We are searching for a talented, energetic Marketing Coordinator to join our team and supercharge our outreach to the hospitality sector. Based at our modern office at Buckingway Business Park just outside Cambridge, this is a fantastic opportunity for a bright graduate or early-career marketer to take full ownership of our digital and outbound marketing campaigns and strategy.

You will be the driving force behind translating our software's capabilities into lively, benefit-driven stories that instantly connect with busy hoteliers and restaurateurs across the platforms and forums that they use. Because our organic social media channels, outbound email strategies, and search engine visibility are currently almost a blank canvas, we are looking for a tech-literate self-starter. You will be excited by the prospect of launching these channels from scratch, leveraging smart AI workflows to scale content, and transforming our online search footprint using technical analytics.

Full, comprehensive product training on our software suite will, of course, be provided.

Key Responsibilities and Accountabilities

- **Search Visibility & SEO Ownership:** Audit and reverse-engineer our organic search presence. Optimise layout structures, headers, and on-page copy to drastically improve our rankings and win citations in modern AI Search Overviews.
- **Search Analytics Management:** Actively monitor, diagnose, and manage platform health using Google Search Console. Track indexing, identify URL crawl errors, analyse high-intent keywords, and decipher performance trends.
- **AI-Assisted Content Production:** Integrate generative AI tools (such as ChatGPT, Claude, or CoPilot) to rapidly build out initial content outlines, research hospitality pain points, and scale content generation without ever sacrificing human quality or brand tone.
- **Website Management:** Take ownership of updating, maintaining, and formatting our front-facing website content using our Umbraco CMS platform.
- **Benefit-Driven Copywriting:** Craft compelling, audience-focused copy for emails, landing pages, and marketing collateral that highlights business value rather than technical features.
- **Launch Outbound Campaigns:** Design and execute high-volume outbound email marketing campaigns from scratch using Mailjet, building clean subscriber lists and engaging new hospitality prospects.

- **Sales & Pipeline Alignment:** Work directly within HubSpot CRM to track marketing leads, monitor pipeline health, and collaborate with the sales team on lead handovers and campaign feedback.
- **Establish Social Media Presence:** Design, plan, and launch punchy, visual organic content across LinkedIn and Meta platforms, utilising the Adobe Creative Suite to create high-quality, professional assets.
- **Paid Advertising:** Build, manage, and continuously optimise B2B Google Ads and paid social media campaigns to drive high-quality inbound leads.
- **Product & Feature Strategy:** Work closely with our development teams to stay ahead of upcoming software updates, turning technical release notes into highly marketable customer benefits.
- **Trade Show & Event Lead:** Take ownership of Alacer's presence at industry trade shows and exhibitions. Lead the end-to-end planning, stand branding, and logistics, while acting as the primary point of contact for external stand contractors and event organizers.
- **Event Collaboration:** Attend trade shows alongside the wider sales and training teams, acting as a brand ambassador, capturing live content for social media, and managing the on-site lead collection process.

Must-have skills and experience:

- **SEO & Analytics Fundamentals:** Practical knowledge of core SEO concepts (keyword intent, topic clustering, and meta-data) alongside hands-on confidence interpreting Google Search Console reports.
- **Digital & AI Savvy:** Comfortable utilizing modern software and generative AI tools as workflow accelerators for research and content drafting.
- **Content Creation & Tech Skills:** Practical, hands-on experience using the Adobe Creative Suite (Photoshop, InDesign, or Illustrator) to produce eye-catching graphics and collateral. Confidence navigating Content Management Systems (CMS).
- **Exceptional Communication:** Outstanding written English with a natural ability to write punchy, engaging, and commercially aware copy.
- **Organisational & Project Management Skills:** Highly organised, capable of managing event logistics, budgets, and external contractors without letting digital campaigns slip.
- **Proactive Process Builder:** Comfortable stepping into an environment with minimal established marketing processes and taking the initiative to set them up.
- **Travel & Flexibility:** Must be willing and able to travel within the UK to attend industry trade shows and events, occasionally requiring overnight stays (all travel and accommodation expenses covered).

Desirable skills and experience:

- Prior exposure to or certification in **HubSpot CRM**, **Umbraco CMS**, or **Mailjet** email software (or similar)
- A degree in Marketing, Business, Creative Writing, or a related field (or an equivalent portfolio of work).
- Prior experience working within the hospitality sector in any capacity (e.g., hotel, restaurant, or bar work)

About the package:

- **Working Hours:** You'll work about 40 hours per week, with flexible work time
- **Salary:** Competitive salary (depending on experience)
- **Health:** Company paid cashback healthcare scheme for you and your partner
- **Connectivity:** Mobile phone with unlimited texts and calls
- **Development:** Training budget to support your digital marketing certifications and career growth