



## **Fixed-Term Maternity Cover - Head of Marketing & Communications**

Tommy Banks Group · Full-Time · 12 month Fixed-Term Contract

We're looking for a commercially minded, creative, and driven Marketing & Communications professional to join the Tommy Banks Group on a fixed-term maternity cover contract.

This is a key leadership role with a strong focus on revenue generation - delivering high-impact marketing campaigns, increasing guest conversion, and maximising room occupancy across our portfolio. You'll be responsible for maintaining visibility, consistency, and performance across multiple brands, while staying true to our story and values.

### **About Us**

We're a family-run, proudly independent hospitality group rooted in a family's farming history that spans generations and built around our Michelin-starred restaurants - The Black Swan at Oldstead and Roots in York along with our award-winning pub, The Abbey Inn at Byland.

Our culture is:

- Genuine, thoughtful, and relaxed
- Grounded in storytelling, creativity, and hospitality
- Guided by sustainability, quality, and long-term thinking

### **What You'll Be Doing:**

- Delivering revenue-focused marketing strategies across all brands
- Driving bookings and repeat business via creative marketing campaigns utilising newsletters, CRM, and digital comms
- Maintaining high room occupancy with targeted campaign planning
- Overseeing paid digital advertising with external partners
- Managing and mentoring our Content & Social Media Manager
- Acting as brand guardian—ensuring clear, consistent tone-of-voice
- Supporting recruitment comms, product launches, and team engagement
- Working closely with the senior leadership team and directors on long-term strategy



### **What We're Looking For:**

- 3 + years of experience in a fast-paced senior role, preferably in the hospitality or lifestyle sectors
- Strong commercial mindset with a results-driven approach. Plus, excellent attention to detail and written and verbal communication skills
- Excellent computer skills (Word, Excel, PowerPoint plus Adobe Suite) Confident in WordPress, WooCommerce and Mailchimp. Proficiency in PMS Alacer is a bonus.
- Confident in SEO & CRO - expertise in organic growth strategies and paid ads
- Hands-on creativity, copywriting and campaign experience
- Experience in project management methodologies with strong ability to multi-task and manage multiple projects simultaneously
- A calm, creative, and collaborative mindset

### **What We Offer:**

- Competitive salary
- £500 Refer a Friend Scheme
- Employee discount across all sites
- Pension Scheme
- 28 days annual leave
- Good work/life balance

### **The Details:**

- Contract: Full time, fixed-term maternity cover role for 12 months from 1<sup>st</sup> July
- Location: Primarily on-site (North Yorkshire), with some flexibility for remote working (Must possess a UK driving licence)
- Salary: £38,000 per annum, plus share of service charge (Approx. £7,000 per annum)
- Hours: Full-time, 5-day week (40 hours)
- Reports to: Directors - Tommy Banks & Matthew Lockwood

### **How to Apply**

Send your CV and a short cover letter to Rachel and Matthew at [careers@tommybanks.co.uk](mailto:careers@tommybanks.co.uk)