IRON&PINE

Content & Communications Manager

About Iron & Pine

Based in Dalbeattie, Iron & Pine designs and builds luxury modular accommodation for holiday-let owners, farms and estates across the UK. Founded by Luke Mazs and Alistair Fell eight years ago, we've built a reputation for beautifully crafted spaces that guests remember. We also take on selected projects, from gyms for sports clubs, home gyms to offices and receptions.

We're looking for a Content & Communications Manager to tell that story: someone who captures our builds as they happen, shares them with the right audiences, and keeps the business connected from the workshop floor to the wider world.

The role

Content and storytelling

- Plan, film, photograph and edit original content across the build process, from the workshop to client handover
- Tell authentic stories that showcase our craftsmanship, using real footage rather than templates or AI-generated imagery
- Manage our Instagram, TikTok, LinkedIn, Facebook and YouTube channels, tailoring content to each platform and growing an engaged community
- Write compelling copy for social media, the website, case studies and campaigns

Communication across the business

- Work closely with the workshop team to understand build schedules and capture key moments
- Liaise with operations on project progress, deliveries and timescales to plan content and announcements
- Keep the wider team informed of marketing activity and upcoming plans

Newsletters, PR and partnerships

- Produce a regular newsletter to keep clients, prospects and partners engaged through long planning and buying cycles
- Turn completed projects into press stories for local, trade and rural media
- Build relationships with partners and industry bodies

- Represent Iron & Pine at events, shows and networking opportunities

Website and digital advertising

- Keep the website up to date in WordPress with new projects, case studies and Flagship Sites content
- Manage our digital agency on SEO, Google Ads and Meta Ads, ensuring spend delivers quality enquiries

Planning and reporting

- Deliver the marketing strategy set by the founders and senior management, planning content and campaigns that achieve the agreed KPIs
- Manage your own time and priorities as project timelines change
- Produce a monthly report on activity, results and enquiries
- Brief and manage freelancers for larger campaigns and awards entries

Travel

- Visit client sites across the UK each month to capture completed and in-progress builds

About you

Essential

- At least three years' experience in a hands-on content or marketing role, with a solid understanding of marketing strategy and a track record of turning it into creative campaigns
- A strong portfolio of original photography and video you have shot and edited yourself
- Excellent copywriting skills and a good understanding of SEO
- A strong understanding of how Instagram, TikTok, LinkedIn, Facebook and YouTube each work and what performs on each, plus confidence updating a WordPress website
- Strong communication skills and the ability to build relationships at every level, from the workshop to the office
- Highly organised and self-motivated, with a practical, problem-solving approach when plans change
- A full UK driving licence and willingness to travel, including occasional overnight stays

Desirable

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- Experience with newsletters and email marketing
- PR experience or established press contacts
- A background in construction, property, rural business or tourism
- Experience managing agencies or freelancers, including paid advertising

Role details

Location - Iron & Pine head office, Dalbeattie
Hours - Full time, permanent
Travel - Monthly visits to client sites across the UK
Reports - Alistair Fell with a weekly check in to operations and sales team

How to apply

Our process has three stages, and we'd like to see your creativity from the start.

1. **Application:** send your CV with a creative cover letter. Instead of a standard letter, you can choose the social media format you believe is most effective right now, whether a reel, a carousel or something else, and use it to show us why you're right for the role.
2. **Creative brief:** shortlisted candidates will be set a brief and asked to show us how they would approach and deliver it.
3. **Final interview:** a face-to-face interview with the team.

Please send your application to holly@ironandpine.co.uk by 11th November