

JOB DESCRIPTION

ROLE: Marketing & Administrative Co-ordinator

REPORTING TO: Marketing & PR Manager

ROLE SUMMARY

The Marketing & Administrative Co-ordinator is responsible for proactively coordinating the marketing function in line with the business needs. The role works in conjunction with the Marketing & PR Manager to assist with the coordination of the Marketing Strategy. Additionally, the Marketing & Administrative Coordinator will deputise for fellow administrative team members to ensure the smooth running of events and core office administrative tasks in their absence.

The principle responsibilities of the Marketing & Administrative Co-ordinator will be:

- Co-ordination of marketing activity in line with business needs and any related projects
- Co-ordination of annual marketing events and leading on specific campaigns
- Communicate in way which is on brand and consistent with the Pensthorpe tone of voice
- Implementing updates and amendments to the company's website and social media
- Collation and statistical analysis of data

KEY RESPONSIBILITIES

General Marketing Activity

1. Assist with the marketing activities arising from special events and workshops
2. Assist and contribute ideas to the Marketing & PR Manager and with any freelance marketing support e.g. Graphic Designer in order to work up concepts prior to marketing meetings
3. Collate information, content and images for newsletters in conjunction with the Marketing & PR Manager
4. Collate information, content and images for site signage and interpretation boards in conjunction with the outdoors team.
5. Develop and deliver promotional materials, leaflets, flyers, posters, including departmental signage such as Café menu's, Shop promotions etc
6. Carry out specific marketing related projects on the authorisation of the Marketing & PR Manager
7. Engage with wardens, café and shop staff out on site to ensure that the website, social media and marketing content is kept fresh and opportunities are created, not missed
8. Prepare and coordinate all internal communications relating to Marketing activity to ensure the wider team are fully aware and engaged.

Marketing Administration

1. Create and maintain all customer databases, such as from complimentary and discount vouchers
2. Customer data from Merlin, tickets sales, website enquiries (i.e. mailchimp) that we use for mailshots
3. Collate, input and analyse customer feedback questionnaires
4. Prepare all marketing and PR meeting agenda's
5. Take minutes of all marketing and PR meetings, produce, gain approval of and distribute
6. Analysis and reporting of marketing campaigns, as required

Office Administration

1. Answering main telephone lines
2. Dealing with incoming and outgoing post
3. Support room booking processes

Events

1. Develop ideas for seasonal events such as trails, craft activities etc
2. Coordinate with Play and Admissions Team to deliver content and briefings in advance of events
3. Ensure operational delivery of any seasonal events.
4. Ensure maintenance of Hootz and Friends discovery trail..."on site experience"
5. Support the wider team in ensuring third party hire of rooms is well managed, efficient and effective, formally deputising for colleagues as required

Education and Schools Liaison

In conjunction with the Marketing and PR manager, and in support of the Wildlife Education Officer:

1. Develop ideas and contribute to schools activities and events
2. Assist in the development of supporting materials, promotional materials
3. Occasionally guide groups and attend school meeting and events off site as required

Junior Board

1. Coordinate the junior board, advertising for new members, coordinating meetings, and ensuring timely liaison with parents.
2. Host junior board meetings, developing the agenda and providing follow up notes and activities.

Digital (Newsletters, Website and Social Media)

1. Develop and create content for all forms of digital marketing
2. Ensure the website is continuously reviewed and timely changes and updates made
3. Implement updates and amendments as requested by team members, such as recruitments and promotions
4. Update the website and monitor progress and performance, and report to the Marketing & PR Manager accordingly
5. Social media – implement updates to Twitter, Facebook, Instagram, Pinterest etc. as required

Health & Safety / Environmental Health

1. Implement the legal obligation to maintain a safe working environment at all times
2. Follow the company's procedures, as described in the Health & Safety Policy
3. Report anything unsafe to the Commercial Director, and to report accidents, near misses, and so on in the accident book

General

1. Welcome visitor groups to Pensthorpe, when required
2. Attend work with a clean and smart appearance, wearing the appropriate uniform
3. Undertake any other tasks that may be reasonably requested
4. Implement the policies and procedures set out in the Employment Handbook

This role description is intended to indicate the type and level of duties to be undertaken and is not an exhaustive list. Other duties or tasks may be required which will be within the capability of the role holder and may reasonable be requested.

PERSON SPECIFICATION

Knowledge, skills & experience

- Previous experience of working in a Marketing/PR role
- Experience in digital media marketing, confident in the use of a wide range of social media
- Excellent administrative skills
- Experienced in the use of Photoshop (essential)
- Naturally communicative with the ability to create warm and welcoming environments
- Organised with keen attention to detail
- Good command of the written word and visual presentation skills
- Able to prioritise workloads and keep calm in busy situations
- Able to operate computerised systems and undertake data analysis
- Willing to undertake training and development relevant to the role
- Interested in nature and conservation, willing to actively engage and converse about Pensthorpe Natural Park and its activities

Signed by Employee

Date