



MARKETING AND EVENTS EXECUTIVE

OPTION TO WORK PART TIME (2 DAYS A WEEK) OR FULL TIME (5 DAYS A WEEK)

MARKET COMPETITIVE PACKAGE up to £25k (pro rata for part-time), DEPENDENT ON EXPERIENCE

Pensthorpe is the ultimate destination for discovery and an action-packed day out for the whole family. Here you can explore magical gardens, take a trail through our internationally recognised reserve and get up close with feathered friends.

The park offers a diverse landscape of wildlife habitats across the reserve and is home to an award winning indoor and outdoor play area, café, shop and farm. All year round Pensthorpe offers an exciting annual events programme, which continues to grow year on year and attract a diverse range of audiences.

Having recently won three prestigious awards including Large Visitor Attraction in the East of England, third best attraction in the UK for the Visit England Excellence Awards and the Muddy Stilettos visitor-voted Best Family Attraction in Norfolk, Pensthorpe is looking to go from strength to strength and tell more visitors about the park and its varied offering.

Our ethos at Pensthorpe is that we're here to nurture nature today and bring it to life for tomorrow, we understand that nature can't wait and we're here whatever the weather getting stuck in, whether that's engaging with our visitors across the park or educating the school children visiting us on a daily basis. We're focussed on the future and inspiring each and every generation, looking to leave the landscape better than we found it.

We are looking to recruit a **MARKETING AND EVENTS EXECUTIVE** to support our Head of Marketing in driving our brand awareness and visitor footfall as well as looking at new opportunities for business growth.

Your role is to enhance and grow the Pensthorpe brand, working alongside the Marketing and events team to support the marketing strategy and delivering the tactical activity underlying this. The role will manage the website, run the social media channels, deliver e-newsletters to members and subscribers and manage stakeholders for internal and external events.

The successful candidate will bring a wealth of strong technical marketing skills, ideally with a graduate level of education with bags of drive and enthusiasm, combined with a passion for telling stories and improving the visitor experience. You should have strong organisational skills and the ability manage a busy workload and prioritise your time accordingly. You'll also have an eye for detail and design, be creative, as well as be experienced in content writing.

Our team is small and friendly, and we succeed on being able to work together effectively so you'll be a strong team player and be able to work well with external agencies and suppliers. This is very much a hands-on role to capture content as it happens and gather the latest information to share with our visitors which requires on site working.

Ideally you will already have a couple of years' experience in a similar role. Creativity, enthusiasm and a passion for helping people is a distinct advantage.

BENEFITS

- 30 days holiday including bank holidays
- Staff pension scheme
- Free parking
- Free park access tickets
- Retail and café discount
- A stunning office location set amongst the backdrop of nature
- Opportunity to undertake training and learning

The Marketing Executive must have the right to live and work in the United Kingdom and have a full UK driving licence.

This role is being advertised on a 2 day a week basis to seek a job share partner for an existing member of the team or on a full-time basis. When applying, please state your preference.

Weekend, evening and Bank Holiday working may be required occasionally.

For further details please see our detailed job description.

We welcome applications (Full CV and Covering Letter) by no later than **Friday 5th August**.

If you would like an informal discussion about this exciting role, please make contact via email on hr@pensthorpe.com

First interview can be remote if required