



## JOB DESCRIPTION

**ROLE:** Marketing Executive

**REPORTING TO:** Head of Marketing

### ROLE SUMMARY

The role of Marketing Executive is to enhance and grow the Pensthorpe brand working alongside the Head of Marketing to support the marketing strategy and delivering the tactical activity underlining this. The marketing executive role will manage the website and social media channels delivering effective campaigns and content that reflect Pensthorpe's core brand values and complement the marketing strategy and directives.

The principal responsibilities of the marketing executive will be;

- To lead on content management for all Pensthorpe media;
- To support the development of an engaging annual calendar of events;
- To effectively utilise marketing intelligence and research to inform idea generation and development of the Pensthorpe appeal across all segments of our visitor population.

### KEY RESPONSIBILITIES

#### Content Management

1. Working closely with the marketing team to implement solutions to support the content marketing strategies and maintain social media presence;
2. Develop engaging content including graphics and blogs, remaining creative, relevant and on-brand with all content creation ensuring good engagement with our followers;
3. Ensure the successful management of Pensthorpe social channels;
4. Utilise Hootsuite and all social media platforms alongside creation and scheduling of content, engagement and of regular analytical insights and trend reviews;
5. Utilise Mailchimp for creation of e-shots and newsletters to both members and general public;
6. Ensure the timely and proactive delivery of website updates, data inputting and new posts alongside Google Analytics in order to look at website performance.

#### Event Management

1. Create, manage and deliver the Pensthorpe annual events calendar working closely with the team together with site-based event coordinators and the health and safety coordinator.
2. Work with suppliers, agencies and relevant individuals to ensure good relationships are built and maintained to deliver creative, theming, production, signage and logistics.



#### PR

1. Work with the PR agency to collate statements, arrange press trips, and support with crisis management and press enquiries when required.
2. Support in responding to online reviews and enquiries, including TripAdvisor and Google Business;

#### Brand Development / Marketing Intelligence

1. Work with external business providers to look at new opportunities for Pensthorpe and the trust
2. Work with and manage external agencies and suppliers i.e. influencers, design and signage
3. Identify the latest trends and research in our industry
4. Running online and print competitions to stimulate growth and data capture.
5. Compilation of the monthly and annual marketing reports, and additional marketing reports and analytics required by the business
6. Work on projects as required, supporting the marketing team with the conception and delivery of campaigns, including print, digital and exhibitions.
7. Ensure active involvement in new ideas, processes, campaigns, strategies and brain-storming across the wider team

#### Marketing Systems, Support and Administration

1. Support the marketing team with the marketing budget and purchase order system
2. Support the marketing team with the marketing strategy and roll out
3. Continue to build up the Pensthorpe image library and ensure the library is updated regularly and enhanced with user-generated content
4. Utilise Microsoft programmes (Word, Excel, PowerPoint, etc) and desirable skills in Adobe (Photoshop, Lightroom and Premier Pro) programmes

#### PERSONAL QUALITIES AND REQUIREMENTS

- Strong organisational skills and able to effectively manage workloads and prioritise demands;
- Passion for all things digital – social media, photography, video creation, etc;
- A keen eye for detail and design;
- A creative mind coupled with a commercial eye;
- Curious, learns quickly and enjoys looking at things 'differently';
- A talented and creative copywriter;
- Personable and friendly with strong teamwork skills and the ability to get the most from colleagues, agencies and suppliers;
- Knowledge of wildlife and a love and passion for nature;
- A full drivers licence and business insurance required for occasional off-site meetings and maintenance of county-wide signage
- Ideally 2 years' experience in a similar role