

RABY ESTATES
MARKETING EXECUTIVE
JOB DESCRIPTION

Job Title:	Marketing Executive
Responsible to:	Marketing Manager and ultimately Head of Leisure and Tourism
Liaising with:	Events Manager, Leisure and Tourism and wider estate Team
Department:	Leisure and Tourism
Location:	Raby Castle, Park and Gardens
Hours:	Full time
Qualifications:	A degree in marketing (or a professional marketing qualification)
Experience:	Experience preferred
Salary:	£24,000 per annum
Job Ref:	VA162-2024
Deadline:	Friday 6 th September 2024

Background

A Marketing Executive at Raby Estates is one of the most diverse roles there is to offer with the unique opportunity to support the marketing team across a range of locations and each and every department throughout this beautiful country estate.

The recent developments at Raby Castle, Park and Gardens have put Raby on the map as a leading lifestyle destination in England, complete with heritage buildings, remodelled gardens, stylish shopping, fascinating history and local food. Alongside, High Force Hotel & Waterfall and range of departments across the Estate.

We are looking for someone bursting with ideas to enhance and grow engagement across Raby Estates existing social media channels with high quality and engaging content such as reels, digital trends and influencers. This candidate will have an excellent, creative eye, enabling them to choose just the right imagery to represent this beautiful place appropriately. They will be articulate and confident enough to add engaging, compelling copy to these images, checking carefully for accuracy and correct tone of voice. This style will be developed across other marketing platforms too, including direct email marketing and the estate website, driving SEO and website traffic. Working closely with the Marketing Manager, the role will support with strategic marketing campaigns and analysing digital data.

This awe-inspiring family run estate is vast and thriving with opportunities, with an abundance of news stories for both visitors and the community alike. With a diverse range of departments including, tourism, farming, buildings, forestry, land management and sporting – no two days are ever the same!

Key Responsibilities

- Creation, scheduling and posting of content across a Raby Castle, High Force Hotel & Waterfall, Raby County Durham and Raby Shropshire in accordance with the company's marketing strategy.
- Maintain industry relevance by identifying and analysing the latest digital trends
- Update website and generate interesting and seasonal content, keeping SEO in mind at all times.
- Take ownership and grow the newsletter on Mailchimp

- Communicate with senior managers to develop a fascinating Estate Newsletter twice a year
- Work closely with local organisations such as Visit County Durham, other partner organisations and third party listings, to increase cross promotion of activities
- Secure and host influencer and media visits with a clear agreement of guaranteed outputs in line with our strategy
- Supporting with sales to hit targets
- Support admin team when needed

Job Requirements

- Exceptional attention to detail with excellent proofreading and copy writing skills
- Ability to work within a team in a fast-paced environment or on own initiative as required
- A clear understanding of brand identity and its application across a number of platforms
- Experience of using Google Analytics, Canva, MailChimp and proactively managing web content is essential
- Effective organisational, multitasking and time management skills
- A strong appreciation of good customer service
- Enthusiasm and capacity for hard work
- Systematic and cheerful approach with a 'can do' attitude
- Flexible approach to duties undertaken