



R A B Y

RABY ESTATES
MARKETING CO-ORDINATOR
ROLE SPECIFICATION

Background:

Raby Castle near Staindrop has been the home of the Vane family for generations and is open to visitors.

The number of events at Raby Castle and High Force (the other main visitor attraction on the Estate in Co Durham) is growing rapidly and there is an ambitious development plan of the visitor areas that will offer greater potential to grow this area of the business further.

In order to maintain and accelerate the event growth, Raby is looking for an ambitious Marketing co-ordinator. Working closely with the Events and Marketing Manager, this person will help deliver the Marketing Strategy which includes both internal and external comms plans. This is a demanding and fastmoving position that requires you to think on your feet, re-acting and dealing with numerous enquiries, stakeholders and processes.

Job Title:	Marketing Co-ordinator
Responsible to:	Events and Marketing Manager and ultimately Head of Tourism and Leisure
Liaising with:	Events Co-ordinator
Hours:	6 month fixed term contract, 30 hours per week

Job Requirements:

- Appropriate experience working in a similar role or qualification in a related field
- Excellent oral and written communications skills
- Exceptional attention to detail; accurate and precise
- Flair for interesting and original content creation
- Strong ability to work to tight deadlines
- Familiarity with advertising, booking and artwork submission process
- Proofreading and copy editing skills
- Ability to work within a team or on own initiative as required
- Effective organisational and multitasking skills
- Honesty and a high level of integrity
- A strong appreciation of good customer service
- Enthusiasm and capacity for hard work
- Relevant IT skills
- Systematic and cheerful approach with a 'can do' attitude
- Effective time management is key
- Flexible approach to duties undertaken
- Familiarity with Google Analytics, MailChimp and CMS is a plus
- Some PR experience to include press release writing would be beneficial
- Any design experience a bonus
- Good understanding of social media platforms

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KEY RESPONSIBILITIES:

- Develop, implement, and analyse marketing campaigns for Raby Castle and High Force
- Ensure all collateral is produced inline with the new Brand Guidelines
- Update a master marketing and advertising tracking calendar and develop tracking reports to monitor the effectiveness of ad placements
- Manage the day to day print and online advertising schedule to include briefing and liaising with designers to ensure graphics and data specifications for advertisements are met
- Work closely with the retained PR, social media, creative and photography consultants
- Help execute the social media activity on platforms such as Facebook, Instagram, LinkedIn, Twitter and YouTube
- Develop a working knowledge of relevant advertising and social media practices
- Liaise with social media manager to schedule e-shots and provide relevant content
- Help grow the database and develop a more sophisticated method to segment it by interest. Ensure it is kept up to date and conforms to current GDPR guidelines
- Deliver the internal comms plan to keep all staff up to date on upcoming events
- Work on the required collateral to include promotional leaflets, event leaflets and visitor maps
- Maintain the image library for internal and external use
- Assist with writing press releases and ensure boilerplate information is kept up to date
- Work closely with local organisations such as Visit County Durham and AONB and other visitor attractions to help cross promotion of activities
- Provide excellent customer service to customers and suppliers both in person and via telephone and email communications