

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 and Estate reputation, 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:	Full time, 37 hours per week
Experience:	At least two years working in a similar role
Salary:	Dependent on experience

Job Requirements:

- 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 writing and editing skills
- Ability to work within a team or on own initiative as required
- Effective organisational and multitasking skills
- A strong appreciation of good customer service
- Enthusiasm and capacity for hard work
- 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 proactively managing web content is essential
- Some PR experience to include press release writing would be beneficial
- Background in creating and posting social media content
- Experienced in using InDesign and Photoshop or similar software packages

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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
- Create and execute the social media activity on platforms such as Facebook, Instagram, LinkedIn, Twitter and YouTube
- Keep websites up to date and generate interesting content, keeping SEO in mind at all times
- 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, other partner organisations and other visitor attractions to help cross promotion of activities
- Secure and host media visits with a clear agreement of guaranteed exposure from the journalist or blogger
- Provide excellent customer service to customers and suppliers both in person and via telephone and email communications