

R A B Y

RABY ESTATES DIGITAL MARKETING EXECUTIVE

ROLE SPECIFICATION

Background: Raby Castle near Staindrop has been the home of the Vane family for generations and is a vibrant visitor attraction which is open year-round. Raby has recently been awarded planning permission to significantly enhance the visitor experience at Raby Castle, Park and Gardens, supporting the Estate's ambition to become one of the region's leading tourist attractions.

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 the development plan for the visitor areas across the Estate offers greater potential to grow this area of the business further.

In order to maintain and accelerate visitor number growth, event development and Estate reputation, Raby is looking for an ambitious Digital Marketing Executive with a progressive attitude who is up to speed with current marketing trends to join us at this exciting time, to drive Raby's online presence via effective digital activity. Working closely with the Marketing and Events Manager, this person will help deliver the Marketing Strategy which includes campaign planning, digital asset development and implementation, campaign management, stakeholder management, evaluation and review whilst always considering the customer experience across all touch points.

Someone bursting with ideas, excellent relationships with influencers, a focus on moving image content creation with skills in photography, videography and photo editing software, a strong grasp of how to get the best out of the various social media platforms, driving SEO, email and affiliate marketing as well as confidence in copywriting are just some of the essential assets necessary to secure this exciting role.

Job Title: Digital Marketing Executive

Responsible to: Marketing and Events Manager and ultimately Head of Leisure and Tourism

Liaising with: Events Manager and wider Leisure and Tourism Team

Hours: Full time, 40 hours per week

Qualifications: A degree in marketing (or a professional marketing qualification)

Experience: 2 - 5 years working in a similar digital communications and marketing role

Salary: £22k

Job Requirements:

- Excellent oral and written communications skills
- Exceptional attention to detail; accurate and precise with an analytical mindset
- Progressive attitude with a 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

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- 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
- Knowledge of InDesign and Photoshop or similar software packages

KEY RESPONSIBILITIES:

- Develop, implement, and analyse integrated multi-channel marketing campaigns for Raby Castle and High Force
- Ensure all collateral is produced in line with the 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
- Maintain industry relevancy by identifying and analysing the latest digital trends
- Lead on the development of digital content across all online channels
- Work closely with the regional partners, retained PR, social media, creative and photography consultants, acting as the main point of contact for all business-as-usual activity, as well as activity relating to new developments across the Estate
- Create and execute the social media activity across all platforms
- Update website and generate interesting content, keeping SEO in mind at all times
- PPC campaign management
- Help grow the database and develop a more sophisticated method to segment it by interest where relevant. Ensure it is kept up to date and conforms to current GDPR guidelines
- 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 influencers
- Deliver the internal comms plan to keep all staff up to date on upcoming events
- Work on the required offline collateral to include promotional leaflets, event leaflets and visitor maps
- Develop B2B offering to generate sales leads