

R A B Y

Job and Person Specification

Job Title:	Sales and Marketing Manager
Reports to:	Claire Jones, Head of Leisure and Tourism
Liaising with:	L&T Managers, Heads of Department and other colleagues
Department:	Leisure & Tourism
Location:	Raby Castle
Job Ref:	VA11-2021

URL: <https://raby.peoplehr.net/Pages/JobBoard/Opening.aspx?v=154e75cc-276c-496b-8eb9-44f059149faa>

Purpose of Job

The Raby Estate comprises landholdings and trading operations in Co Durham and Shropshire that are owned by Lord Barnard. Raby Estate business operations include in-house farms, let farms and residential property, visitor attractions and sporting enterprises across three Estates.

Raby plays a major role in supporting local communities through job creation, investment and conservation of the built and natural environment.

Raby has a busy Leisure and Tourism department which operates the two successful visitor attractions of Raby Castle and High Force Waterfall along with the associated hospitality offer.

There is a very busy events schedule throughout the year with a huge focus on the Christmas period.

There is an exciting and ambitious strategy to develop Leisure and Tourism interests at Raby which includes:

- The development of a leading visitor destination at Raby Castle, Park and Gardens including a new bespoke play area, redevelopment of the walled garden and the repurposing of historic buildings to the north to create a mixed-use leisure and commercial site
- The re-development of the visitor attraction and hotel buildings at High Force Waterfall in Upper Teesdale
- Development of Leisure and Tourism interests on and around the Wrekin hill in Shropshire

Naturally, to support these aims, Raby seeks to increase its reach, engaging with both new and old leisure markets, to promote the fantastic experiences available within the estate. A strong communication strategy is central to these plans, supported by sound, stretching commercial targets. Permission for the development of the visitor attraction at Raby Castle was granted in December 2020 and signifies the first step on this exciting journey.

We are now seeking a highly accomplished individual with the skills and passion required to drive forwards this pivotal role within the organisation.

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Key Tasks and Responsibilities

- Management of the Marketing, Events, and administration team at Raby Estates.
- Designing and delivering a clear multichannel marketing strategy to promote the estates attractions, events, and commercial opportunities to maximise potential revenue.
- Financial reporting for all areas of the department.
- Control of costs including payroll, purchasing, and marketing spend.
- Recruitment and training of team members.
- Ensuring compliance across the estate with brand guidelines Overseeing the creation of content across all social media channels.
- Management of external agencies including PR and Digital, setting KPIs and managing workstreams.
- Management of third-party suppliers, ensuring quality, consistency, and value for money.
- Engaging with key stakeholders and partner organisations to maximise opportunities for promotion of the Estate and its attractions.
- Effective handling of all media, location enquiries and communications.
- Review and evaluation of all events in terms of quality and financial contribution, making strategic recommendations for future activity.
- Support for all technical processes and systems such as EPOS, ticketing and PMS systems.
- Regular attendance and participation at management meetings.

Skills Required:

- Superb skills and experience in a similar role.
- Up to date, relevant experience of marketing software and IT packages.
- A strong understanding of digital marketing - A digital strategy will be key to the delivery of this work and candidates must be very current in their approach to digital marketing.
- Experience of location hire, filming contracts and event production.
- Ability to write clearly and persuasively, and to adapt communication style for different audiences.
- Flexible approach to duties undertaken.
- Customer focussed and confident, engaging with staff, volunteers, stakeholders and visitors.
- Confident in building effective relationships with key stakeholders, media representatives, and other organisations.
- Ability to work within a team or on own initiative as required.
- Effective communication and organisational skills.
- Honesty and a high level of integrity.
- Enthusiasm, creativity, and an ability to objectively review opportunities and ideas.
- Strong attention to detail.
- Systematic and cheerful approach with a 'can do' attitude.
- Passionate, inspirational, and dedicated – this is an incredibly demanding and fast paced role, where it is essential to inspire others and take them with you.

Knowledge/Experience:

- A minimum of 2 years working at management level and preferably experience of leading the launch of a new product to the market.