

LEEDS CASTLE

DESIGNED TO ENTERTAIN & AMAZE

MARKETING EXECUTIVE

Role Profile & Job Description



LEEDS CASTLE

JOB DESCRIPTION

JOB TITLE: Marketing Executive

REPORTS TO: Marketing Manager

DEPARTMENT: Marketing

LOCATION Leeds Castle is a stunning, 900-year-old moated castle, set in 500 acres of Grade II listed parkland, situated in the beautiful Kent countryside. The Castle has been open to the public through the Leeds Castle Foundation since 1974 and continues her story as a glamorous retreat and popular visitor attraction.

PURPOSE The Marketing Executive role at Leeds Castle is vital for supporting and enhancing the marketing efforts of this historic attraction. This position focuses on coordinating various marketing initiatives, producing on-brand design and copy for campaigns, and ensuring effective communication across the department.

The Marketing Executive will collaborate closely with internal teams and external partners to execute media campaigns, manage promotions, and maintain engaging social media presence. By leveraging creative skills and marketing knowledge, the role aims to drive commercial success and charitable contributions for the Leeds Castle Foundation, ultimately enhancing visitor satisfaction and promoting the castle as a premier destination in the Kent countryside.

KEY TASKS

- Design and produce in-house marketing materials, ensuring brand consistency, liaise with design agencies for more complex projects across Foundation and Enterprise businesses.
- Liaise with media buying agency on campaign advertising under direction of Marketing Manager. Report on success of campaigns versus KPIs, ensuring adherence to budget.
- Support PR & Filming Executive and Marketing Executive with creation of videos and photography, planning and delivery of photo/video shoots, and maintaining image library.
- Set up and monitor promotions, competitions and visitor feedback surveys, reporting on engagement regularly.

- Administer ticketing partnership schemes and maximise selling opportunities (e.g. Tesco Rewards/affiliates/3rd party ticket providers).
- Design and co-ordinate delivery of signage across the estate as required.
- Support the Hospitality, Groups and Accommodation Departments through marketing collateral creation and event listing management across our corporate, weddings, and private parties businesses.
- Support the Fundraising and Grants Department with marketing activity in support of awarded grants and projects.
- Work alongside the Marketing Executive to generate and report on segmented email marketing campaigns across the business and support with database management.
- Work alongside the Marketing Executive, PR & Filming Executive and Digital Marketing Executive to plan, create, execute and report on the running of the Leeds Castle social media channels.
- Manage the Marketing inbox and respond to all enquiries, and provide tailored responses to adhere to specific requests.
- Support Marketing Executive and Digital Marketing Executive with website page builds, content, SEO performance and database/CRM management, stepping in to cover for leave/absence as required.
- Build knowledge of Leeds Castle's customers, their visitor journey, satisfaction and engagement with the Foundation, contribute to KPI's on improving satisfaction, growing returns.
- Any other duties as identified by the Marketing Manager and Marketing Director to assist with the day to day running of the Marketing Department.
- Provide full cover for Marketing Executive, PR & Filming Executive and Digital Marketing Executive's responsibilities as required.
- Share out of hours crisis comms cover with the wider marketing team.

SKILLS, KNOWLEDGE, EXPERIENCE

Knowledge

- Good understanding of different marketing techniques.
- An understanding or interest in the areas of visitor attractions, heritage, travel and gardens.

Experience

- Ideally at least 12 months' experience of working in a busy marketing department, including on digital campaigns.
- Experience working on charitable grants, preferably within heritage organisations.
- Follow Company regulations in Health & Safety and maintain a safe working environment.

Skills

- Driving License.
- Confident communicator, written and verbal.
- Excellent IT & administration skills with a good knowledge of:
 - Microsoft Word, Excel, PowerPoint, database management.
 - WordPress, SEO plug-in, email, survey & campaign software (preferably Active Campaign or Mailchimp)
 - HTML, Photoshop, InDesign or Quark.
 - Adobe Illustrator, InDesign and Photoshop.
- Able to write engaging, on-brand content, creative design abilities.
- Providing in-house design and copywriting, liaise with external agencies.
- Build knowledge of customers, their visitor journey, satisfaction and engagement with the Foundation, contribute to KPI's on improving satisfaction, growing returns.
- Collate data, analysis and evaluation for reporting.
- Able to juggle multiple priorities.
- Personable team player.
- Excellent standards of personal presentation, performance & attendance at all times.

In addition to your main areas of responsibility, the values and behaviours that are required from all our people for the successful delivery of our vision and strategy are summarised below:

VISION	To be the South's top heritage destination for relaxation, hospitality & experiences that surprise & delight
VALUES:	
	WELCOMING: Everyone is treated as a valued guest
	BEHAVIOUR: We welcome our guests with warmth & the personal touch, going the extra mile to make sure guests have a fabulous experience, while keeping them safe. We are inclusive, welcoming people of all races, genders, ages, sexualities & abilities. We build connections with communities & partner organisations to reach those who experience barriers to visiting.
	SURPRISING: We are a living, breathing heritage site, a place that uses its assets with joy. We look at life through a different lens, seeking surprising hidden stories & new approaches
	BEHAVIOUR: We are curious, think laterally & always look for the Leeds Castle 'twist' to make us stand out. We are agile, flexible & open to change.
	ENDURING: As estate custodians, we understand our assets, think long-term in caring for & improving them & leaving a healthy, positive legacy for future generations.
	BEHAVIOUR: We manage finances for the long-term, investing wisely & monitoring payback. Staff spend charitable funds prudently, always seeking best value. We minimise environmental footprint & work towards net zero carbon emissions. We plan regular maintenance & capital projects to protect our assets, doing the job properly & once. Our decision making is ethical, transparent & has integrity.
	NURTURING: We continue the estate tradition of looking after our people & communities.
	BEHAVIOUR: We respect different skills, experience & views. We work as one team, supporting & developing staff, recognising this is a lifestyle, not just a job. We take ownership of challenges & opportunities, successes & failures, always learning from experience. We are a good neighbour & partner, with a positive influence in Kent and beyond.

All candidates will be recruited against the above criteria regardless of their sex, racial, ethnic or national origin, disability, age, sexuality or responsibilities for dependents. We value a diverse workforce and celebrate our differences.

This Job Description is not exhaustive. You should be aware that you may be required to perform other duties as required. I have read and understood the above Job Description.

Signed Date