



Job Description

Job Title:	Marketing Executive
Location:	Estate Office, Melon Ground, Hatfield Park, Hatfield, Hertfordshire.
Contract:	Permanent
Hours:	Working hours are 9am to 5.30pm with one hour for lunch, Monday to Friday. Flexible working patterns will also be considered. You will be expected to monitor social media channels at weekends during peak season and major events. This can however be done remotely and time of in lieu will always be given.
Reporting to:	Marketing Director
Start date:	May 2021

Summary of the Role

The Marketing Executive is accountable for the development and execution of marketing activity for the Hatfield Park Estate, part of the Gascoyne Estates Group. Primarily focusing on digital and social channels you will create engaging content that represents all aspects of a thriving active Estate.

Main Responsibilities / Duties

Working as part of a small but busy team, you will take ownership of the company's digital platforms and assist in formulating and delivering strategies to build and grow digital engagement to promote the brand and all areas of the business. From the visitor and event areas to the property and conservation teams, you will be responsible for ensuring our channels reflect all the fantastic activity taking place here at Hatfield Park.

You will also be responsible for generating and writing relevant online and offline content, liaising with internal and external stakeholders to ensure all areas of the business are promoted through the company websites (using Wordpress CMS) and other offline and online channels.

Main Responsibilities / Duties

- Managing the social media marketing strategy for Hatfield House; focusing on Facebook, Twitter, Google+, YouTube, Pinterest, Instagram, Trip Advisor and other forms that are deemed appropriate.
- Execution of all social media activities and creating social media campaigns and calls-to-action that drive our target audience to engage with us, including EM sign-up.
- Monitor and analyse all digital activity and performance, reporting on the success of campaigns and applying the learnings.
- Develop content and broadcast email campaigns when needed for events and Hatfield Park.
- Arrange the distribution and display of visitor information and event leaflets and banners on site.
- Draw upon historic events linked to the Estate and include these in relevant content.

- Manage communications to the parks members 'Friends of Hatfield Park,' this can be via the website, onsite material and email.
- Ensure all communications are executed to the highest standard and reflect the Gascoyne Estates brand guidelines and tone of voice.
- Work closely with the Operations Team at Hatfield House to ensure marketing objectives clearly aligned with business targets.
- Work at the pace that Social Media demands, ensuring that you keep up to date and implement new digital trends, in a timely manner.
- Support the development of the website as a depository for all content, photographs, videos and blogs.
- Support in the management of adwords and display activity for Hatfield House.
- Report on the performance of digital campaigns and optimize activity.
- Management of print and production projects including visitor literature updates.

Essential Skills and Attribute

- You are self-motivated, hungry for a challenge, and looking to make an immediate impact.
- Extensive Knowledge of Social Media Platforms and Management Tools, Web Proficiency.
- Online Content Creation, Interpersonal Skills, Strong Creative Writing, Communication Skills, Proofreading and Editing Skills, Photo editing skills.
- This role will suit somebody who enjoys using their initiative and confident in driving forward ideas.

Desirable Skills:

- Knowledge and experience using InDesign, Photoshop and Google Analytics is preferable.
- Some experience of working with Wordpress CMS.
- Copywriting experience.
- Marketing or Design Degree desirable but not essential.
- Experience working within a marketing team desirable but not essential.
- Experience of photography and video.

How to Apply

Please send your CV and a covering letter to Dawn West, Marketing Director

D.West@hatfield-house.co.uk

Closing date: 23rd April 2021

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