



Role Profile

Job Title: Marketing Manager	
Manages: Marketing Officers x 2 and intern/apprentice	
Managed by: Head of Marketing & Communications	
Department: Marketing	Office Location: Waddesdon Manor, Waddesdon, HP18 0JH

Waddesdon is an historic house and garden open to the public. Created by Baron Ferdinand de Rothschild from 1874; it is home to the Rothschild Collection.

Waddesdon's collections are exceptionally rich in fine and decorative arts of the 18th century assembled by three generations of the Rothschild family. Since 1957 the Manor has been owned by the National Trust and today it is managed by a charitable trust, the Rothschild Foundation, under the chairmanship of Lord Rothschild.

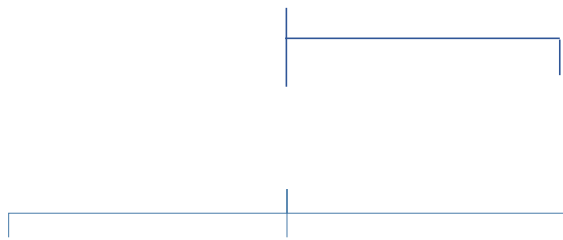
We welcome around 350,000 visitors to the property and over 2 million browsers to our websites each year. Waddesdon offers visitors a programme of changing exhibitions, talks and tours, family activities and public events. The income from our shops, restaurants, events and filming help support opening the Manor to the public, our education programme and the care of the buildings, collections and gardens.

Overall purpose

This role offers a rare mix of elements – to work with this popular visitor destination in an exceptional location with a fascinating mix of heritage, art, events, family programme and even an aviary of endangered birds. It offers a chance to create campaigns to reach a range of audiences from regular visitors to staycationers and inbound tourists. It is a role with enormous potential and variety supporting a house and garden with an exceptional collection of art, architecture and archive materials, and promoting a programme of exhibitions, and events including Chilli Fest and Waddesdon's Christmas festival with light art trail, illuminations and a artisan market.

The Marketing Manager is a creative individual who thinks in terms of engagement and online conversations as a way to extend Waddesdon's reach nationally and globally, experienced using a range of traditional as well as digital marketing tools. A key aspect of this role is matching messages, channels and tone of voice to the needs of different audience segments – art enthusiasts, family visitors, corporate and specialist audiences.

A strategic thinker and planner, the Marketing Manager will work closely with the Head of Marketing and Communications identifying priorities and developing plans, and will oversee the implementation of marketing activity undertaken by two Marketing Officers and occasional interns or apprentices.



Key areas of responsibility

1. Develop creative and impactful marketing strategies to support visitor targets to reach new, paying audiences from the UK and overseas.
2. Lead planning and budgeting for campaigns to promote Waddesdon's annual programme of exhibitions, walks, tours, family activities, music, theatre and film events, ChilliFest and Christmas. Oversee implementation by Marketing Officers, ensuring value for money.
3. Manage implementation of seasonal campaigns to attract increased visits in off-peak periods, for example by groups, and to maximise revenue generation on-site during peak times like school holidays.
4. Develop strategies to meet targets for e-commerce and hospitality and retail on-site, including afternoon teas, wine tastings and themed dinners.
5. Work closely with the Marketing Manager for WEL, who handles the promotion of Waddesdon's private event and wedding business, and the Five Arrows Hotel.
6. Commission and oversee design, production and distribution of digital and printed materials ensuring brand consistency, while supporting the organisation's move to reduce its reliance on print.
7. Lead Waddesdon's social media strategy to engage audiences, extending reach and supporting visitor and sales targets and creating a buzz around Waddesdon's collections and gardens.
8. Coordinate the updating of Waddesdon's websites and our National Trust web pages, ensuring search engine optimisation.
9. Monitor digital activity, analyse and report on campaign performance, and apply learnings to refine future campaigns.
10. Lead customer engagement from online ticketing messaging, pre- and post-visit emails to encourage up-sells and return visits. Develop the segmentation and targeting of contacts (currently through MailChimp), while ensuring GDPR requirements are fully met.
11. Liaise with National Trust marketing colleagues, collaborating on joint initiatives and maximising benefits of collaborative marketing.

12. Oversee Waddesdon's marketing image library, commissioning photography, ensuring correct captioning and credits, and that people imagery meets privacy standards.
13. Disseminate cause messages about catering and retail spend supporting care of the collections, gardens and birds.
14. Manage and monitor campaign budgets, ensuring value for money.
15. Oversee visitor evaluations, report results and analyse to inform future campaigns.
16. Commission and manage external agency relationships, for example external designers and media buying.
17. Motivate, support and line manage Marketing Officers, interns, apprentices and volunteers.
18. Contribute to the overall marketing of Waddesdon through attendance at various meetings and undertake office duties, as necessary.

Skills & Experience

The Marketing Manager will have substantial experience in a similar role ideally within a cultural organisation or visitor attraction, with a sound knowledge of marketing using the full range of channels. An excellent communicator combining marketing drive, campaign creativity and thorough delivery, the Marketing Manager is part of the team supporting Waddesdon's ambitions for growing its audiences and generating income to reinvest in the care of the collections and gardens. The Marketing Manager has an understanding of the interplay between traditional and digital marketing as well as expertise using social media effectively as a marketing tool.

In your applications please indicate how your skills and experience match the following:

	Essential	Desirable
Enthusiasm for Waddesdon's history, collections and gardens	✓	
Extensive experience of devising and implementing successful integrated marketing campaigns in the cultural heritage or tourism sector	✓	
Experience managing budgets, achieving targets and reporting outcomes	✓	
Experience with PPC advertising including paid social and Google Ad campaigns, familiarity with Google Tag Manager, Analytics and Optimise	✓	
Experience of CMS web editing and digital image handling	✓	
An appreciation of the balance of cultural and commercial considerations in a visitor attraction		✓
Experience of e-commerce		✓
Experience of working with groups, and/or the travel trade		✓
Excellent prioritisation and time management skills, the ability to work under pressure and to tight deadlines	✓	
Ability to work flexibly and successfully across teams and hierarchies and build relationships at all levels.	✓	
Flawless attention to detail, excellent written and verbal communication, IT, social media and office skills	✓	

Application process

Please apply in writing with a CV and covering letter outlining how your skills and experience match the needs of the role.

Applications must be emailed to application@waddesdon.org.uk with your name and Marketing Manager in the subject line of the email.

Please do not apply via LinkedIn or GuardianJobs online application system, please follow instructions <https://waddesdon.org.uk/about-us/current-vacancies/>

Closing date for applications: 9am Friday 3 December 2021

First interviews: Thursday 9 December 2021

Unfortunately, we are unable to acknowledge every application. Please consider your application unsuccessful if you have not been contacted before the date of the first interview.

Place of work: This role is mainly on site at Waddesdon. Some hybrid working with up to two days' work from home may be agreed with your line manager after completion of your probation. Please note there is limited public transport to Waddesdon

Contract type: Permanent, full time, 37.5 hours per week, Monday to Friday and including occasional weekend/evenings and some out-of-hours social media and essential web updating activity

Salary: Salary £34-£38,000 depending on experience

Holiday: 33 days a year (including public holidays), rising to 35 days on completion of three full years' service and up to 38 days after 10 years' service

Benefits: National Trust matched company pension scheme, up to 10% of salary
Staff discounts in our catering and retail outlets