



Role Profile

Job Title: Marketing Officer (ticketing, groups and travel trade)	
Managed by: Marketing Manager (and Head of 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.

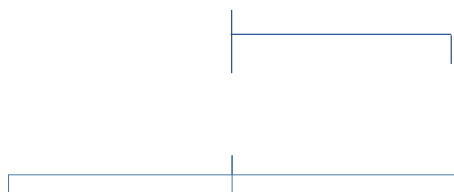
We welcome around 350,000 visitors to the property and over 2 million browsers to our websites each year. Waddesdon offers visitors a programme of changing exhibitions, talks and tours, family activities and public events. The income from our shops, restaurants, events and filming projects help support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

Overall purpose

Two Marketing Officers will work closely with the Marketing Manager and Head of Communications and to meet visitor number and income generation targets. This role will have particular responsibility for implementing marketing activity to develop groups and travel trade opportunities, and for ensuring ticketing communications pre-and post-visit and for public events, are engaging and effective.

The post holder will work closely with the Marketing Officer whose responsibilities focus around on-site exhibitions, events, catering, retail and e-commerce, Waddesdon's Media Officer and with the team's interns or apprentices.

The Marketing Officer is a creative individual who thinks in terms of engagement and online conversations to extend Waddesdon's reach and is familiar with traditional as well as digital marketing tools. The ability to match messages, media channels and tone of voice to the needs of different audiences whether business contacts or directly with visitors is essential, and an appreciation of the balance of cultural and commercial considerations in a cultural visitor attraction would be helpful.





Key areas of activity

- Keep up to date content relating to visiting, ticketing, groups and travel trade across our websites and our ticketing partner SeeTickets' website
- Liaise with SeeTickets to set up ticketing for events like Colourscape, family trails, exhibitions and afternoon teas, thoroughly test booking systems and monitor sales working closely with Events and Visitor Experience colleagues
- Ensure online ticket sales communications are regularly updated - confirmations, pre- and post-visit emails with on-site upsells and online surveys, revising maps and checking links
- Liaise with our enquiries team and SeeTickets customer service team over FAQs, cancellations, swaps and refunds and ticket-related emergency messaging due to weather or other closures
- Working with the Marketing Manager, help devise and promote new Group offers to increase weekday and off-peak visit numbers and added value elements like tours and catering, to create appealing, practical packages
- Liaise with Visitor Experience and Catering colleagues and SeeTickets to offer straightforward, appealing offers for Group ticketing, including for school groups, and making best use of marketing opportunities offered through the ticketing agents
- Implement marketing and advertising plans to meet commercial targets for group visitors from UK and overseas, including independent travellers, coach tour operators, social and retirement groups
- Work with the Marketing Manager to increase Waddesdon's visibility in order to attract visits from overseas, in particular Chinese, North American and near European markets, liaising with specialist agencies where appropriate
- Represent Waddesdon in travel trade forums and exhibitions, and liaise with Visit Britain, Visit Bucks and other trade groups to maximize revenue from bookings
- Plan and execute SEO, digital and email marketing, social media and display advertising to support groups and travel trade campaigns
- Respond to Google and TripAdvisor reviews and be an active member of the team planning, monitoring, posting and responding to social media enquiries
- Support the Head of Communications in the creation and promotion of ticket packages for new visitors
- Handle enquiries for tickets as competition and raffle prizes, liaising with the Rothschild Foundation grants team as necessary
- Work with images, video and basic design packages to create digital assets for campaigns
- Assist with filming and photographic shoots, editing and uploading images, help maintain the marketing image library, ensuring correct captioning and credits, and that people imagery meets privacy standards
- Contribute to the overall marketing of Waddesdon through attendance at departmental meetings, as required



Skills & Experience

The Marketing Officer is an accomplished relationship-builder and communicator combining audience awareness, commercial drive, campaign creativity and thoroughness in implementation. Excellent written, verbal, digital and social media skills are essential. To have some experience or knowledge of ticketing, groups and travel trade as well as marketing and web editing will be an advantage.

Waddesdon is a busy organisation and with multiple projects on the go you will need to be extremely well organised, able to think on your feet and to prioritise your own work as well as work within a team. Flexibility and an ability to build relationships at all levels will be essential. You will need excellent interpersonal skills and to demonstrate flawless attention to detail.

Competence using a contact database, e-newsletter software, image handling and design software, social media and digital marketing tools will be an advantage.

	Essential	Desirable
Enthusiasm for Waddesdon’s history, collections and gardens	✓	
Experience of implementing marketing campaigns using traditional and digital marketing tools	✓	
Expertise working across social media channels	✓	
Experience of CMS web editing and digital image handling	✓	
Experience or knowledge of digital advertising including paid social and Google Ad campaigns, familiarity with Google Tag Manager, Analytics and Optimise		✓
Experience or particular interest in working the cultural or heritage sector		✓
Experience or knowledge of ticketing		✓
Experience or knowledge of working with groups, and/or the travel trade		✓
Well organised and able to work to tight deadlines	✓	
Able to prioritise your own work as well as work within a team	✓	
Flawless attention to detail, excellent written and verbal communication, IT, social media and office skills	✓	

We are happy to consider a job share – likely to consist of two part time positions to cover this role, please indicate if this is what you are wanting to be considered for in your application.

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/>



WADDESDON

Closing date for applications: 9am Monday 6 December 2021

First interviews: Wednesday 15 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 based mainly on site at Waddesdon. Potential for 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. Job share to reduce hours to part time will be considered.

Salary: Salary £26,000-28,000 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