



Beaulieu Enterprises

BEAULIEU RIVER • BEAULIEU • BUCKLER'S HARD

Job Description

Marketing Executive

Buckler's Hard and Beaulieu River

Maternity Cover (10 – 12 months), part-time, 22.5 hours per week (Split over 4 days) with the opportunity for hybrid working

Salary band: £21,000 - £24,000 per annum pro-rata

Location: John Montagu Building, Beaulieu

Background:

Beaulieu Enterprises Limited is the commercial organisation responsible for the running of the Beaulieu visitor attraction (home to the National Motor Museum), Beaulieu events, Buckler's Hard heritage village and the Buckler's Hard Yacht Harbour on the Beaulieu River. It works very closely with the Beaulieu Estate and the National Motor Museum Trust charity.

The Marketing and PR department is responsible for delivering the communication objectives across these business areas, engaging with a variety of audiences and stakeholders, raising awareness and driving visitors and sales through creative communication campaigns. The team includes its own in-house print and graphics department.

This role will report to the Marketing Manager.

Package:

- Salary: £21,000 - £24,000 per annum pro rata, dependent on experience.
 - Hours: 22.5 hours per week. These hours will be split over four days. Occasional weekend hours are required with time taken in lieu.
 - Hybrid working: Predominantly office based with the option to work from home in accordance with job requirements.
 - Free on-site parking.
 - Holiday: 22 days plus bank holidays. (pro-rata). Bonus day off on your birthday.
 - Free entry to Beaulieu and Buckler's Hard for employee plus guests, including most in-house events.
 - Access to Employee Assistance Programme for work and non-work related support.
-

Role:

In accordance with the overall marketing plans and budgets, the Marketing Executive will be responsible for the delivery and measurement of effective

marketing and communication campaigns for Buckler's Hard and the Beaulieu River.

The core performance of the role will be measured in respect of the business key objectives for both Buckler's Hard and Beaulieu River, which include achieving visitor admission targets for the attraction, whilst also securing and retaining permanent berth and mooring holders within the marina.

The role will work as part of a team with the other Marketing Executives, and the PR Consultant who will be expected to support and contribute to each other's workload when required. They will be assisted by the Marketing Administrator.

Key Responsibilities:

- Working with the Marketing Manager to plan the marketing and communication campaigns and budgets for the respective business area(s) – using both traditional media, such as press (editorial and advertising), radio, out of home and leaflets, as well as digital media, including SEO, paid search, paid social, email and display advertising.
- Research and write engaging on-brand copy that can be used for press releases, editorial, web pages and email supported by imagery and if relevant graphics.
- Liaise with and build relationships with key stakeholders, such as external media (journalists and influencers) and digital agencies on a regular basis. This may also include assisting with seeking sponsorship (media and financial) for events and exhibitions.
- Distribute press releases when required to key stakeholder groups either directly or via the Newspress platform (or an equivalent), following up with key individuals to optimise inclusion in publications (online and print).
- Work alongside the website development agency to help maintain website content (Wordpress) and functionality such as ticketing (WooCommerce), where relevant.
- Help build a positive and engaged community on social media by creating and scheduling content.
- Contribute ideas to the development of new products and experiences for the business area, working alongside colleagues outside of the marketing department.
- With support from the Marketing Manager, monitor and report on the performance of relevant campaigns and overall business objectives, providing regular campaign reports using campaign reporting tools such as Google Analytics, visitor research and in-house sales reports.
- The businesses operate seven days per week and therefore occasional weekend work may be required. Adequate notice will be provided and any additional time worked can be taken in lieu.

- If required, assist in planning and attending external events to promote the relevant business area, including The Southampton Boat Show.
- To undertake any other reasonable tasks as requested by the Marketing Manager.

Person Specification: Marketing Executive

We are open to considering applications from people with enthusiasm and experience relevant to this role. This person might look as follows in regards to qualifications, experience, skills and knowledge, but if you don't quite tick all the boxes, don't worry we'll help fill the gaps with on-the-job training, so please still apply.

Qualifications	<p>Degree or equivalent.</p> <p>Minimum of 1 – 2 years working within a marketing & communications function.</p> <p>CIM, IDM or CIPR qualification (either awarded or working towards).</p>
Experience	<p>Planning, implementing, controlling and measuring marketing and communication campaigns.</p> <p>Working to a budget.</p> <p>Experience in the tourism and leisure industry, or the arts, museum and culture sector.</p> <p>Dealing with customer enquiries, both verbal and written.</p>
Skills & Knowledge	<p>Strong English language and copywriting skills are essential.</p> <p>Confident relationship builder with both internal and external stakeholders.</p> <p>Good knowledge and experience in using traditional and digital media channels.</p> <p>An understanding and interest in boating and maritime history is desirable.</p> <p>Literate in Microsoft Word, Excel and Powerpoint.</p> <p>Experience in using online content management systems, e.g. WordPress & Mailchimp</p> <p>Interest in photography and design would be beneficial with</p>

	<p>experience in Adobe Photoshop and Canva.</p> <p>Knowledge and experience of Google AdWords and Google Analytics.</p> <p>Confident using social media for organic and paid content.</p> <p>Good project management skills and the ability to prioritise.</p> <p>Means of getting to Beaulieu as very limited public transport links.</p>
--	--