



Marketing Executive

Reports to: Head of Brand & Marketing

Hours: 37.5 hours per week

Contract: Full-time, permanent

Salary: £22,000 - £25,000 dependent on experience

Location: Estate Office, Doddington Hall, Lincoln, LN6 4RU

The Doddington Estate

The Doddington Estate is located just west of Lincoln. At its centre stands the Elizabethan Hall, a lived-in historic house, open to the public. Begun in 1595 by Robert Smythson, one of England's foremost Elizabethan Architects, Doddington Hall was completed in 1600 and has never been sold or cleared out since. An example of a fine late Elizabethan Mansion, it is still a much-loved family home, alive with history and interest. The Hall is surrounded by converted farm and outbuildings which support a wide variety of diversified enterprises such as a busy farm shop and other retail outlets, two cafes and restaurants, a tea room, weddings, events and accommodation.

Conservation of wildlife and sustainability have been at the heart of activity at Doddington for at least three generations. 'Wilder Doddington' is a 100 year project to bring more nature back to the estate by ending arable farming and letting nature recover.

Through substantial investment across the estate, in its remarkable Elizabethan Hall, seasonal events and strong retail and catering enterprises, Doddington has successfully developed a reputation and brand awareness for quality and innovation. This quality runs throughout Doddington's activities, most visible in visitor-facing operations and events but extends to nature, conservation and sustainability initiatives.

Doddington has been an early adopter of digital and social marketing, with highly regarded and effective channels promoting the visitor offering and the wider estate activities and ethos. This supports the strong relationships that Doddington has with the Destination Management Organisations in Lincolnshire and beyond as well as numerous collaborations with other businesses involved in the visitor economy.

Doddington Hall & Gardens, Lincoln, LN6 4RU

www.doddingtonhall.com



Overall Job Purpose

The role of the Marketing Executive is to assist the Head of Brand & Marketing in delivering the marketing strategy and directives across the Doddington Estate. To create content and deliver effective campaigns that reflect Doddington's core brand values.

The role is responsible for assisting all estate-wide marketing activity, including PR and promotional activity, brand, website and social media management. The Marketing Executive is expected to remain in tune and up to date with new digital developments, trends and platforms to ensure Doddington is always current and relevant.

Key Responsibilities

Strategy

- Assist with the delivery of the marketing strategy
- Build reach and engagement across appropriate marketing channels
- Use analytics and insights to shape long term delivery

Copywriting

- A natural storyteller, with a love for content and writing
- Excellent grammar, punctuation, spelling and use of the written word
- Adopt relevant tone of voice
- Excellent research skills
- Understanding audience needs
- Creativity
- SEO and keyword application

Design

- Use Adobe Create Suite to design promotional materials and assets for digital and print using brand guidelines

Doddington Hall & Gardens, Lincoln, LN6 4RU

www.doddingtonhall.com



Digital Marketing Content

- Create engaging and inspiring content, including photography, videography and campaign assets for the website and social media channels
- Plan and schedule regular content across social media channels
- A keen interest and thirst for knowledge within content marketing

Website Administration

- Ensure the website is always up to date
- Write and publish event listings, pages and blogs/articles
- Update and create new seasonal content
- Use photography and videography to animate website content
- Ensure the website is fully optimised (content/images/video)
- Make sure all external websites are up to date
- List events on external websites

Email Marketing

- Working with the Head of Brand & Marketing to deliver the email marketing plan
- Write, design, build, distribute and analyse all email marketing
- Play an active role in growing the email database and engagement

SEO & Analytics

- Knowledge of SEO and keywords, with the ability to apply it to this role
- Regularly monitor, track and report on key website and social media metrics
- Knowledge of marketing analytics

Ticketing

- Build online ticketing for events
- Monitor and report on ticket sales
- Analyse ticket sales and customer base

Doddington Hall & Gardens, Lincoln, LN6 4RU

www.doddingtonhall.com



Education & Experience

- Educated to degree level or equivalent experience in a relevant field
- Experience in a marketing and/or communications role (or similar) is preferred
- Experience of working in a sector of relevance to Doddington's key audiences such as heritage, tourism or nature is desirable

Person Specification

To deliver this role successfully, you will need to have:

- A thorough understanding of marketing techniques, including print and digital campaigns
- Strong communication skills, both written and verbally
- Excellent digital and social media skills
- Strong customer service skills
- Advanced level of computer literacy, specifically Microsoft Office (Word, Excel, Outlook)
- Design skills with a knowledge of Adobe Creative Cloud, in particular Adobe InDesign, Illustrator & Photoshop
- Proficient in using key marketing systems, including Wordpress, Mailchimp, online ticketing systems, scheduling tools and analytics
- Passion and skill for all things digital – social media, photography, video creation, etc
- A keen eye for detail, design and presentation
- An understanding of audience segmentation
- Ability to gain new knowledge and skills quickly
- Problem solving skills, and ability to work on own initiative
- Knowledge of relevant legislation; marketing codes, data protection, copyright and model release
- A proven track record in creating, using and editing content for different outputs (web, social media, PR, email marketing)
- The ability to spot potential risks to reputation and escalate them accordingly
- Great team player
- Excellent interpersonal and networking skills, with the ability to influence, advise and negotiate at all levels within the organisation and with external agencies
- Strong organisational skills being able to manage multiple priorities and varying pressures to meet measurable targets and deadlines
- Work with and maximise opportunities with partners, relevant organisations and local initiatives

Doddington Hall & Gardens, Lincoln, LN6 4RU

www.doddingtonhall.com



Role Details

Candidates must have the right to live and work in the United Kingdom and have a full UK driving licence and own transport or a way of reliably commuting to site as there is no direct public transport available.

The role is a full-time permanent position and based onsite in the Estate Office at Doddington. Typical hours are Monday-Friday, 9am-5pm however some weekend, evening and Bank Holiday working may be required occasionally.

Benefits

- Company pension
- Employee discount
- Free onsite parking

To Apply

If you think you have the skills and ambition then we'd love to hear from you. Please [click here](#) to complete the application form.

Closing date: Monday 19 February

If you'd like to find out more about this role, please contact Lynsey Woods on 01522 812517 or email lynsey@doddingtonhall.com

Doddington Hall & Gardens, Lincoln, LN6 4RU

www.doddingtonhall.com