



SCONE PALACE

## Scone Palace & Estate

### Marketing and Social Media Manager

Scone Palace, part of Scone Estates, is a 5-star visitor attraction situated in Perth, Scotland. We have a fantastic opportunity for an experienced Marketing professional to drive new business opportunities across the diverse business, deliver strategic growth and raise brand awareness.

You'll be responsible for developing our creative marketing campaigns, using customer and market insights to drive sales and run events. You will lead on the brand and marketing of the business, ensuring campaigns align with our strategic objectives, driving growth and revenue.

As an ambassador for Scone Estates, this role will require you to be based at Scone Palace to build strong relationships with the Palace team, with local organisations and industry bodies. Networking and reputation building will be key as you will also be required to represent us nationally and internationally at sales conferences.

The role will report to the Head of Events; however, input will be provided from across the team and owners. You will work closely with, and have support from, our Social Media & Communications Officer. You will be responsible for all aspects of marketing from event planning to strategy and this role offers huge variety.

If you are seeking an opportunity to collaborate with a fantastic team and drive a culturally important brand then this is the job for you.

### About You

As a confident communicator who excels at building relationships, you'll be a creative and experienced marketer who can demonstrate leading successful campaigns across a broad range of channels including digital, print and direct marketing, driving commercial growth. You will be a people person who loves making connections and meeting new people.

Ideally, you'll have a tourism, hospitality or leisure background but if you're an experienced practitioner from a different industry we'd love to hear from you.

You will have the ability to analyse and interpret trends, manage budgets and measure the cost/benefits of your activities. Commercially minded, we are looking for someone who is great at spotting new opportunities to drive revenue growth through new events and product packages. You must be highly organised with the capacity to prioritise and work concurrently across multiple projects and demonstrate a commitment to customer service excellence.

Salary commensurate with experience.

A full job description and application form can be downloaded from:

<https://www.scone-palace.co.uk/work-with-us>

Email applications to: [HR@scone-palace.co.uk](mailto:HR@scone-palace.co.uk)

Scone Palace, Perth, PH2 6BD

## **Job Description: Marketing & Social Media Manager, Scone Palace & Estate**

<b>Job Title:</b>	<b>Marketing &amp; Social Media Manager</b>	<b>Responsible to:</b>	<b>Head of Events</b>
<b>Purpose of job:</b>	To support delivery of the commercial performance of the Palace & Estate through the implementation of a robust marketing strategy and the execution of an effective marketing and events plan with a focus on increasing visitor yield. Acting as brand guardian to raise and manage the reputation of the business through active networking.		
<b>Line Management responsibility: Social Media &amp; Communications Officer</b> Managing and developing this role to sustain performance and provide a cohesive marketing mix for the business.			
<b>Key Accountabilities include:</b> <ul style="list-style-type: none"><li>- Preparing the annual marketing strategy and action plan to deliver business objectives using the full marketing mix</li><li>- Setting and managing the marketing budget, delivering agreed KPIs</li><li>- Acting as a brand ambassador for the Palace and Estate, delivering a consistent brand message</li><li>- Gathering market and customer information to understand customer requirements</li><li>- Initiating and delivering bespoke marketing campaigns to drive customer engagement and sales</li><li>- Building and maintaining excellent working relationships with stakeholders and partners, generating leads with potential clients</li><li>- Attending trade shows, conferences and local business groups which will benefit the promotion of Scone Estates</li><li>- Supporting our programme of events in conjunction with the Head of Events</li><li>- Meeting and exceeding sale targets and KPIs and reporting on sales activity</li><li>- Regularly researching and analysing market trends to ensure our message is current and relevant</li><li>- Provide regular management reports measuring agreed KPIs and planning effective actions</li><li>- Liaison with the press and PR partners as required</li><li>- Working with the Health &amp; Safety of yourself and others in mind at all times</li><li>- To carry out any other reasonable duties as requested by the Senior Management Team and Mansfield Family</li></ul>			
<b>Essential Skills:</b> <ul style="list-style-type: none"><li>- Influencing, networking, and negotiation skills</li><li>- Business to Business sales experience</li><li>- Analytical and researching skills to target reach and engagement</li><li>- A good understanding of messaging for different target audiences and the ability to communicate effectively with a wide range of stakeholders at different levels</li><li>- The ability to work well under pressure and meet deadlines</li><li>- An eye for detail and the ability to work accurately</li><li>- Strong interpersonal skills and the ability to work collaboratively</li><li>- Knowledge and understanding of GDPR legislation and the impact on marketing</li><li>- Strong IT skills, including proficiency in MS Office</li><li>- Self-motivated with the ability to work on own initiative and as part of a team</li><li>- Demonstrate a strong commitment to customer service excellence</li><li>- Ability to develop, establish and maintain positive relationships with colleagues and stakeholders</li><li>- The willingness to undertake any training required for the role</li><li>- The ability to work some weekends and evenings as required</li></ul>			

*This job description is a guide to the nature of the work required; it is not wholly comprehensive or restrictive.*

November 2024