

Role Profile

Digital Marketing Manager

Office location: Wentworth Woodhouse, Wentworth, Rotherham, South Yorkshire S62 7TQ

Length of contract: Permanent with six-month probationary period

Hours of work: 37.5 hours per week

Responsible to: COO

Role Purpose:

Wentworth Woodhouse is arguably the most challenging and exciting regeneration project of our generation. Prior to COVID-19, the business was growing exponentially and will do so again. It is an exciting time to play a significant part in that growth. The Wentworth Woodhouse Preservation Trust (the Trust) is committed to deliver high quality, creative and relevant visitor experiences, effective, targeted digital marketing and communications pieces and an empowered and connected workforce. Digital marketing is one of the key areas of expansion and we now require an experienced and dynamic leader to develop the marketing strategy that enables our growth aspirations.

You will be a talented, experienced and ambitious marketing professional, with a clear strategic vision of how the use of digital marketing can grow visitor engagement and numbers at Wentworth Woodhouse. This will require the ability to create engaging and interesting stories and a clear communication plan.

As Digital Marketing Manager you will be responsible for the development of a Digital Marketing Strategy for Wentworth Woodhouse, and for creating, improving and maintaining content to achieve the ambitious growth in our visitor numbers in our long-term Business Plan. You will possess both creative flair and an ability to inspire those around you to achieve exceptional results in tight timescales, often with limited budgets.

This is a key role within the organisation. You will be a member of our newly formed Senior Management Team and as such you will report directly to the COO, you will be tasked with establishing and developing this department over the coming decade. This is an exciting time to join the team at Wentworth Woodhouse, with huge potential for this role to grow with the business.

Role Duties:

Develop an annual Departmental Business Plan including a specific Digital Marketing Plan.

Develop and implement social media strategies to enable the Trust to achieve its objectives in marketing and communications.

Manage key aspects of content production including imagery, copy, marketing and digital communication ensuring all content produced reflects the Trusts objectives and accurately reflects our brand and tone.

Manage relationships with all external providers and partners taking responsibility for commissioning, editing and delivery of all outsourced content. Create and publish engaging content and take overall responsibility for the management and development of our website.

Ensure all content is delivered on time and to budget. Design and deliver marketing and communications materials tailored to specific audiences to increase levels of visitor diversity and visitor engagement online and on-site.

Manage and oversee content distribution to online channels and social media platforms to increase levels of online engagement. Measure and report on ROI and KPIs. Management and reporting of Google Analytics and SEO, analyse website traffic and all other user engagement metrics and provide evaluation reports for the Board.

Develop and deliver a planned programme of marketing activity that supports us meeting our sales budgets working closely with the Events and Visitor Experience Manager to create relevant campaigns and initiatives to drive increase in visitor numbers.

Work closely with all heads of departments to promote the core visitor offer to allow us to reach new target audiences and grow our visitor numbers.

Translate the brand strategy effectively across the business creating tools needed to ensure consistent and cohesive visual and verbal brand identity for Wentworth Woodhouse.

Develop a listing strategy that supports Wentworth Woodhouse growing its reach and visitor numbers with specific focus on tourist and heritage sector partner organisations.

Managing and updating website and be the key point of contact with web-developers

Have an excellent understanding of social media as digital marketing tools and knowledge of managing this either in-house as well as through an external agency

You need to:

- Have excellent networking skills and knowledge of DMOs (Welcome to Yorkshire), utilising these relationships and partnerships to their potential
- Be confident with natural leadership skills, and a desire to motivate and train
- Proven work experience as a manager of digital content and digital projects
- Expertise in using the Adobe Creative Cloud suite, particularly Adobe Rush and Adobe Premier Pro and a detailed knowledge of MS Office and website technologies such as WordPress.
- Have a thorough understanding of the social media landscape and proven experience of how to deploy this to create new audiences and increase visitor numbers
- Ability to manage budgets effectively
- Excellent writing and presentation skills in English
- Experience in managing multidisciplinary teams and projects involving multiple stakeholders
- Good organisational and time management skills
- Be someone who is a quick thinker and a good decision maker
- Be someone who embraces and can bring about change and innovation
- Be a people person with the ability to show respect, empathy, and care to all team members
- Have excellent communication skills, and an ability to influence people This role is partially funded by the National Lottery Heritage Fund Cultural Recovery Fund

Person Specification

Please see the criteria expected of the role below. For your application, please note these and explain how you meet and exceed them.

Factor	Criteria	Essential or Desirable
RELEVANT EXPERIENCE	Successful Digital Content Manager/Marketing Manager/Digital Producer with significant experience of working in a busy, fast moving environment	Essential
	Strong understanding of market trends and a passion for developing digital content in line with our brand values and strategic vision	Essential
	Driven, resilient and will enjoy the challenge of paving the way for new business	Essential
	A dynamic team player with a flexible approach and have experience in managing a team to successfully achieve the business' goals	Essential
	You will be a great planner, able to manage multiple projects at once with a close attention to detail	Essential
	Working towards KPIs and targets	Essential
QUALIFICATIONS	Educated to degree level, in a related subject	Desirable
JOB RELATED SKILLS	Excellent communication and people skills	Essential
	A keen attention to detail	Essential
	Ability to work as part of a team	Essential
PERSONAL ATTRIBUTES	Have a smart appearance and confidence when working with the public	Essential
	Ability to work well under pressure, and remain calm in a busy environment	Essential
	A flexible and positive approach	Essential
WORK CIRCUMSTANCE	Able to work flexible hours, including evenings, weekends and Bank Holidays	Essential

	Awareness of the implications of social media in a workplace	Essential
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