



# WENTWORTH WOODHOUSE

♦ R O T H E R H A M ♦

## Role Profile | Marketing Officer

**Office Location** | Wentworth Woodhouse, Rotherham, South Yorkshire. S62 7TQ

**Length of Contract** | Permanent with three-month probationary period

**Hours of Work** | 37.5 Hours per week

**Responsible To** | Senior Digital Marketing Officer

### Role Purpose

Wentworth Woodhouse is arguably the most challenging and exciting regeneration project of our generation. The Wentworth Woodhouse Preservation Trust is committed to delivering high-quality, creative and relevant visitor experiences, effective, targeted marketing and communication with an empowered and connected workforce. Marketing is key to our expansion in order to grow visitor numbers further and effectively communicate our offer to targeted groups.

The successful applicant should have a proven track-record of creating impactful marketing collateral to effectively communicate with a variety of audiences across different channels. This is a great opportunity for an ambitious marketer or recent- graduate to further grow their skills within marketing and see the impact of their work first-hand.

### Role Overview

The Marketing Officer will play a key role in supporting the marketing initiatives at Wentworth Woodhouse. This position involves executing marketing campaigns, creating engaging content, and contributing to the overall visibility of Wentworth Woodhouse with engagement. The role requires creativity, organisation, and a collaborative approach to effectively promote the offerings.

### Role Duties

Marketing Campaigns:

- Working alongside the Senior Digital Marketing Officer to implement the annual marketing communications plan for Wentworth Woodhouse as well as having the opportunity to help shape the marketing strategy.
- Assist in planning and implementing marketing campaigns to promote events, programs, and initiatives.
- Coordinate with external vendors and partners to produce promotional materials.

#### Content Creation:

- Design, develop and manage content for various channels, including print, digital, and social media under the guidance of the Senior Digital Marketing Officer.
- Ensure all content aligns with Wentworth Woodhouse's branding and messaging guidelines.

#### Social Media Management:

- Support the management of social media accounts, including content scheduling and audience engagement.
- Monitor performance metrics and provide insights to optimise social media strategies under the guidance of the Senior Digital Marketing Officer.

#### Event Support:

- Work closely with the events, fundraising teams to develop and execute marketing plans for House events.
- Promote events through targeted campaigns and on-site collateral.

#### Analytics and Reporting:

- Monitor and report on campaign performance using analytics tools.
- Use data to inform and improve future marketing efforts.

#### Stakeholder Engagement:

- Build and maintain internal relationships.
- Build and maintain external supplier relationships.

## Person Specification

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

Factor	Criteria	Essential or Desirable
<b>RELEVANT EXPERIENCE</b>	Proven experience in a marketing or communications role with experience in a fast-moving environment.	Essential
	Strong writing, editing, and proofreading skills.	Essential
	Familiarity with graphic design software (e.g., Canva, Adobe Creative Suite)	Essential
	Ability to manage multiple projects and meet deadlines.	Essential
	Photography/videography skills and experience of using editing software.	Desirable
	Knowledge of digital marketing tools, including social media platforms and analytics tools.	Desirable
	Experience of updating websites (preferably using WordPress).	Desirable
<b>QUALIFICATIONS</b>	Educated to degree-level in a related subject.	Desirable

<p><b>PERSONAL ATTRIBUTES</b></p>	<p>Creative and detail-oriented, with strong problem-solving skills.</p> <p>A collaborative team player with excellent interpersonal skills and a positive approach.</p> <p>Highly organised with a keen eye for detail.</p>	<p>Essential</p> <p>Essential</p> <p>Essential</p>
<p><b>WORK CIRCUMSTANCES</b></p>	<p>Able to work flexible hours, including evenings, weekends and Bank Holidays.</p>	<p>Essential</p>