JOB DESCRIPTION

TITLE | Marketing Administrator
---|---
LOCATION | Holkham, Wells-next-the-Sea, Norfolk
REPORTING TO | Head of Marketing
LATERAL RELATIONSHIPS | General Manager Holkham Enterprises
| Holkham Enterprises team

THE HOLKHAM ESTATE

Our vision is to see Holkham recognised as the UK’s leading rural Estate against which others will measure their own success.

The Holkham Estate extends over 25,000 acres. The land and property-based activities include residential and commercial lettings, property development, arable and vegetable farming, forestry, country sports, an inn, a holiday park, beaches, car parks, admissions, cafés, shops, concerts and events.

OVERALL JOB PURPOSE

The estate’s leisure businesses now account for over two thirds of the estate’s revenue. The new role of marketing administrator is to support the existing marketing team with online and offline administration to ensure the consistent and compelling promotion of Holkham’s brand and businesses when communicating with customers, visitors and other Holkham departments.

MAIN RESPONSIBILITIES

The following is intended to provide guidance as to duties but it is not exhaustive. You will from time to time be required to undertake other activities of a similar nature that fall within your capabilities as directed by management.

1. Provide general administrative support to the marketing department in its day-to-day activity.
2. Complete online listings for the leisure businesses on relevant tourism websites and other affiliated organisations' websites.
3. Assist with maintenance of the Holkham website ensuring that website updates are regularly made using the Expression Engine CMS software and ensuring best practice for customer engagement.

4. Assist with managing social media accounts for the various estate businesses on Facebook, Twitter, Instagram, Google Reviews, TripAdvisor, Pinterest, Flickr to include, posting, responding and audience growth and engagement. Provide occasional cover at weekends, team holidays and out of hours.

5. Take responsibility of the administration for group bookings to the Holkham attractions.

6. Support with the general administration of charitable donations and other sponsorship from the estate.

7. Organise the distribution and display of leaflets, posters and tickets to both internal businesses and Holkham’s external customers.

8. Contribute ideas to increase the department’s customer database and input relevant information into the computerised CRM (customer relationship management) ticketing system. Compliance with the data protection act must be adhered to at all times.

9. Create ideas for blog content and support team with copy-writing and editing.

10. Support the team with copy-writing and proofing of marketing literature and promotional items.

PERSONAL QUALITIES

1. Good IT skills with knowledge of Microsoft Office programmes.
2. Understanding of social media accounts such as Facebook, Twitter, Instagram and Google.
3. An excellent understanding of the English language and grammar.
4. Good attention to detail.
5. A team player.
6. Initiative, energy and enthusiasm.
7. Flexibility, a positive attitude and an ability to work independently and calmly under pressure.
8. You must have the right to live and work in the United Kingdom.
9. Full driving licence desirable.