

## JOB DESCRIPTION

|                         |                                                           |
|-------------------------|-----------------------------------------------------------|
| Job Title:              | Marketing Executive (Standalone Farm) Fixed Term Contract |
| Directorate/Team/Venue: | Communities, Culture & Heritage                           |
| Reporting to:           | Senior Marketing Manager                                  |
| Direct reports:         | None                                                      |

## JOB PURPOSE

The purpose of this role is to deliver communications and marketing activity for Standalone Farm, supporting the Foundation's Communications, Marketing and Engagement Strategy and helping to promote the Farm to existing and new audiences.

The focus of the role is on raising awareness of Standalone Farm, encouraging visits, promoting events and activities, and creating engaging content across a range of channels.

This role brings together a range of marketing and communications disciplines, including:

- Advertising (print and digital)
- Content marketing
- Social media
- PR
- Internal communications
- Events
- Analytics and reporting
- Branding and design

You will deliver marketing campaigns and communications activity for Standalone Farm, working closely with the Senior Marketing Manager, Marketing and Communications Team and Farm colleagues.

You will create engaging content, keep digital channels up to date, monitor campaign performance and support audience growth and visitor engagement.

While the focus of this role is Standalone Farm, you may support colleagues in the wider team when priorities change and workload allows.

## MAIN WORKING CONTACTS

Internal: Senior Marketing Manager, Head of Marketing and Communications, Research and Evaluation Manager, Marketing and Communications Team, Standalone Farm Management and Farm teams.

External: Website providers, designers, photographers, videographers, advertising suppliers

and media contacts.

## **KEY AREAS AND TASKS**

### **Standalone Farm**

- Support the delivery of marketing and communications activity for Standalone Farm.
- Work closely with the Standalone Farm Management and Farm teams to understand upcoming activities, events and visitor offers.
- Promote Farm events, seasonal activities, educational visits and other experiences.
- Provide marketing support to Farm colleagues where appropriate.

### **Campaign Delivery**

- Deliver marketing campaigns across a range of channels including website, email, social media and print.
- Support the delivery of digital marketing activity alongside the wider Marketing and Communications Team.
- Create and schedule content for Standalone Farm's website and social media channels.
- Monitor campaign performance and provide basic reporting and insights.

### **Content Creation and Copywriting**

- Create a range of marketing content including social media posts, website updates, newsletters, e-shots, posters, advertisements and press releases.
- Write clear, engaging and accessible copy tailored to different audiences.
- Support the development of photography and video content for campaigns and promotions.

### **Design and Branding**

- Create marketing materials including flyers, posters, web graphics and social media assets.
- Coordinate artwork requests with external suppliers and colleagues.
- Ensure materials are consistent with the Standalone Farm brand and tone of voice.

### **Information and Reporting**

- Use audience data and campaign results to help improve future marketing activity.
- Track ticket sales, website performance and social media engagement.
- Maintain marketing reports and share performance updates with colleagues.

### **Budgets and Administration**

- Monitor marketing spend and ensure activities deliver value for money.
- Request supplier quotations where required.
- Support the administration of marketing projects and supplier relationships.

### **Training and Development**

- Keep up to date with marketing trends and best practice.

- Prepare for and contribute to team meetings and one-to-ones.
- Share ideas and learning with colleagues.