



Scone Palace & Estate Marketing Executive

Scone Palace is one of Scotland's leading tourist attractions, known as The Crowning Place of Scottish Kings, and welcomes over 100,000+ visitors per year including both international tourists and domestic day trippers. Set within one hundred acres of grounds including a beautiful historic garden, a visit experience consists of the balance of educational history/heritage immersion and a chance to be outdoors with nature.

Our audiences are extremely diverse due to our wide offering and ever-changing schedule of events that the Palace hosts over the summer season and the private celebrations which we host throughout the year.

A place where important events happened in the past and where new experiences take place - people come to Scone Palace to have a good time and create lasting memories.

To continue to develop and grow our business we are recruiting a Marketing Executive to support the Marketing Manager with the implementation of the marketing strategy, with particular focus on digital channels and responsibility for social media and content creation.

We are seeking a creative and innovative individual who keeps abreast with emerging trends and developments and is equally capable of providing detailed performance analysis to influence future campaigns.

Key aspects of the role include:

- Coordinate bespoke marketing campaigns to drive engagement and sales
- Manage all existing social media accounts and review opportunities for new platforms
- Develop engaging, creative and innovative content across all formats
- Plan, organise and execute agreed marketing activity to drive brand awareness and growth
- Build and maintain relationships with stakeholders and partners to deliver a strong content schedule
- Regularly research and analyse social media trends to ensure our brand message is current and relevant
- Monitor, report and take effective action based on performance data such as Google Analytics, Meta, Hootsuite
- Act as a brand ambassador for the Estate, delivering a consistent brand message across the business

You must be highly organised and able to manage various tasks simultaneously, with exceptional attention to detail.

If you feel that you have the creativity, skills and experience to take on this position we would love to hear from you.

For more information: download a detailed job description and application form
www.scone-palace.co.uk or contact 01738 552300

To apply: complete an application form or submit your CV and covering letter to:
anne@scone-palace.co.uk
Scone Palace, Perth, PH2 6BD

Job Description: Marketing Executive, Scone Palace

Job Title:	Marketing Executive	Responsible to:	Marketing Manager
Purpose of job:	Working closely with the Marketing Manager and the Owners (Family) to implement the marketing strategy and assist with successful marketing campaigns. Responsible for social media content and community engagement, with core objectives of driving engagement and raising brand awareness. Routinely carry out analysis reports to direct future campaigns and communication strategies.		
Key Accountabilities include: - Working closely with the Marketing Manager to deliver bespoke marketing campaigns to increase brand awareness and visitors to the Palace and events. - Social media responsibility: content creation, managing the monthly calendar, engaging with online community. Creating social ads to support achieving marketing and business KPIs - Digital content creation and production: website content, email campaigns, multi-channel digital campaigns - Assisting with brand management across the Palace & Estate to ensure brand guidelines adherence and creation of all branded collateral including print marketing materials and signage - Assisting the Marketing Manager with stakeholder and partner management by building and maintaining relationships and creating relevant content - Regularly researching and analysing social media trends to ensure our brand message is current and relevant, taking effective action based on performance data - Supporting our programme of events in conjunction with the Marketing Manager & Head of Events - Providing regular management reports measuring agreed KPIs and planning effective actions - Supporting with press visits, PR partners and influencer/digital content creator management - Creation of the quarterly staff newsletter and assisting with other internal communications - To carry out any other reasonable duties as requested by the Senior Management Team and Family - Always working with the Health & Safety of yourself and others in mind			
Essential Skills: - Content creation experience - Creative copywriting skills with experience of producing social media posts, website copy, email campaigns, and internal communications material - Experience in photo and video editing and website management - Knowledge of SEO, keyword research, web and social media analytics and CMS platforms - Experience in post-campaign analysis and reporting on KPIs - CRM and database management, newsletter creation, familiarity with Mailchimp - Strong IT skills, including proficiency in all MS Office - A good understanding of messaging for different target audiences - The ability to communicate effectively with a wide range of stakeholders at various levels - Experience of press and media liaison - Strong people skills and the ability to work collaboratively - The ability to work well under pressure and meet deadlines - An eye for detail and the ability to work accurately - Knowledge and understanding of GDPR legislation and the impact on marketing. - The willingness to undertake any training required for the role - The ability to work some weekends and evenings as required			

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

Person Specification: Marketing Executive, Scone Palace

FACTOR	ESSENTIAL (E) Or DESIRABLE (D)
QUALIFICATIONS Digital Marketing qualification	D
EXPERIENCE Demonstrable practical experience of working in a similar role (evidence of successful marketing campaigns and social media posting) Experience within the tourism, heritage and/or rural sector Experience of working with the press and media	E D D
KNOWLEDGE A good understanding of online platforms and how to grow reach and engagement A good understanding of the specific marketing tactics required to optimise each platform Knowledge and experience of relevant IT systems including graphic design software Knowledge and understanding of GDPR legislation and the impact on marketing	E E E E
SKILLS AND ABILITIES Analytical and researching skills to target reach and engagement Proficient in social media analytics with tools such as Google Analytics Excellent communication (written and oral) skills with the ability to write copy using creative judgement Creative and skilled in use of graphic design software eg Photoshop Organisational skills, with the capacity to prioritise and work concurrently across multiple projects The ability to work well under pressure and meet deadlines An eye for detail and the ability to work accurately The ability to engage with a variety of audiences Networking skills, negotiation skills, tact and diplomacy	E E E E E E E E E
PERSONAL QUALITIES Act as an ambassador for Scone Palace & Estates Demonstrate a strong commitment to customer service excellence Demonstrate drive and a proactive approach to work A team player and able to use own initiative A flexible and adaptive manner and positive, helpful attitude; maintain a high standard of punctuality and professionalism Ability to develop, establish and maintain positive relationships with colleagues, stakeholders and suppliers The willingness to undertake any training required for the role The ability to work some weekends and evenings as required	E E E E E E E E