

Job Summary

Position: Sales and Marketing Officer
Full time
Permanent

Salary: £21,000.00 per annum *depending on experience*.
Holiday entitlement: 25 days + bank holidays and TOIL

Location: Delapre Abbey Preservation Trust, Delapre Park, London Road, Northampton, NN4 8AW

Department: Commercials

Job Description

The Commercial Marketing Officer will be at the forefront of our sales growth & development efforts, building awareness by communicating the unique experiences Delapre Abbey has to offer. The post holder will be a self-motivated individual with proven experience of copy writing and implementing marketing campaigns.

This is a busy role offering lots of variety and opportunities so the marketing officer should demonstrate the ability to manage and prioritise a demanding workload and proactively deliver exceptional results.

The successful applicants must have an excellent understanding of growing and engaging social following, how to manage digital profiles, and be able to develop content strategies tailored for a social audience, whilst keeping in mind our offline audience and how we can create innovative campaigns across alternative channels.

To demonstrate a flexible attitude to work and have an enthusiasm for marketing, ideally within heritage, and excellent communication skills is essential within the commercial office.

Key responsibilities

1. Work strategically to deliver integrated marketing campaigns for the benefit of the commercial office and wider business goals.
2. Identify and target profitable new business opportunities within local and regional markets for all areas of the commercial department.
3. Delivery of all marketing copy and merchandising at Delapré Abbey.
4. Working with the Commercial Manager to market and promote Delapré Abbey as a venue for all functions, events and hires and develop the different strands of the business for private hires, weddings and parties, conferences and meetings, etc.
5. Dealing with suppliers and negotiating rates and contracts for promotional print and design.
6. Researching and writing copy for marketing magazines and press releases

7. Take ownership of Delapre Abbeys website and management of the SEO program in order to drive traffic to the website via various digital marketing channels, in particular organic search and social media.
8. Cultivate new business leads with the aim to achieve individual sales targets.
9. Developing copy for marketing collateral and forward thinking to ensure all events are publicised appropriately
10. Identifying and implementing opportunities to increase the awareness of the site for all commercial platforms.
11. Devise and deliver marketing and audience development strategies across all of our activities, promoting DAPT and delivering key messages to audiences, participants and stakeholders through a wide range of marketing and communication activity
12. Work strategically to deliver integrated marketing campaigns for the benefit of the commercial office and wider business goals
13. Manage and deliver projects and campaigns to deadline and budget
14. Designing and implementing marketing collateral in accordance with the brand guidelines
15. Oversee the management of audience research and to effectively interpret data in order to generate business and audience growth and understand existing customers better.
16. To undertake other duties as may be agreed from time to time as the role develops.
17. Driving sales for all areas of the commercial office.
18. Duty management where required including occasional weekend work.

Skills & Experience

Experience in marketing along with strong administration skills - Essential

Effective project management skills.

Clear and influential communicator, able to provide all contacts with necessary information within required timescales - Essential

Results focused with a true passion to deliver outstanding results with excellent attention to detail.

Self-motivated and intuitive, Accurate and diligent in creating marketing content and material.

Extremely competent user of MS Office (Word, Excel, PowerPoint and Outlook) – Essential

Knowledge and understanding of design programmes such as Illustrator and Photoshop –
Desirable

Internal Reporting:

The Sales and Marketing Officer will report directly into the Commercial Manager.

Notice period once employed will be set at 3 months.