

LEEDS CASTLE

DESIGNED TO ENTERTAIN & AMAZE

DIGITAL MARKETING EXECUTIVE

Role Profile & Job Description



LEEDS CASTLE

JOB DESCRIPTION

JOB TITLE: Digital Marketing Exec

REPORTS TO: Marketing Manager

RESPONSIBLE FOR: Maximising exposure and ROI of digital budget
DEPARTMENT: Brand & Marketing

LOCATION Leeds Castle is a stunning, 900-year-old moated castle, set in 500 acres of Grade II listed parkland, situated in the beautiful Kent countryside. The Castle has been open to the public through the Leeds Castle Foundation since 1974 and continues her story as a glamorous retreat and popular visitor attraction.

PURPOSE Working across Leeds Castle Foundation and Enterprises, plan and deliver digital marketing. To include; website, Analytics, email marketing, data segmentation and audience analysis, social media channels, Google Ads/ Google Ad Grants, SEO and AI.

KEY TASKS

- Responsible for growth and maintenance of the segmented database. Set up, review and improve performance of targeted advertising direct to each key segment, analysing engagement through to actual visit.
- Deliver the calendar of E-newsletters and develop & deliver the automated transactional comms, with the support of the Marketing Coordinator. Responsible for etiquette and hygiene of data to ensure LC retains high scoring authenticity and reputation. Evaluate and report on revenue received, customer engagement and net promoter scores.
- Guardianship of CRM system and development of cross selling opportunities. GDPR Data Controller.
- Manage on-line checkout process, with in house IT and ticketing provider. Overseeing all bug fixes within the booking process. Using new technologies and best practice to ensure good user experience and maximising sales such as retargeting abandoned baskets.

- Provide in-house digital campaigns. Set up, review and improve performance based on set KPIs including targeting key audiences with audience specific adverts, report to Revenue Group weekly.
- Set up, review and improve performance of paid social adverts based on set KPIs including targeting key audiences with audience specific adverts, report to Revenue Group weekly. Ensure maximum return on free charity Google spend each month.
- With the support of the Marketing Coordinator schedule organic social media posts and videos.
- Manage the website's SEO, with the support of the Marketing Coordinator. Reporting on the site health, position, ranking keywords, image alt tags and meta descriptions and backlinks, reducing risks such as toxic links.
- Lead on all digital development projects – working with IT team and key stakeholders within the foundation._
- Keep abreast of AI development and adapt to make best use of new technology.
- Always ensuring the Foundations funds are spent wisely having gained the best value for money, calculating ROI and tracking revenue for weekly reporting and rapidly amending any non performing spending.
- Brand guardianship – upholding the Foundations unique tone, style, and Values
- Crisis comms delivery

CORE ACCOUNTABILITIES

Delivery of CRM journeys – continuous assessing and knowledge of the visitor journey and feedback from customers to deliver a successful website, digital and social campaigns.

Maximising on relevant new resources and technology available including AI, striving to improve the effectiveness of the digital spend.

Responsible for key audience experience and commercial return mapping for all foundation & enterprise businesses.

Analysis and distribute findings/key insights to stakeholders on engagement, spending and survey results.

SKILLS, KNOWLEDGE, EXPERIENCE

- Confident communicator – written and verbal
- Insight and data led
- Value add/commercial return focused
- Progressive and forward planning, being relevant in digital marketing developments and trends.
- Enjoys a dynamic, fast paced and hands on environment, with a can do attitude.

PROFICIENT IN KEY MARKETING SYSTEMS

- Email Campaign/Automations System: ActiveCampaign
Skills can be transferrable: Mailchimp, Constant Contact, Brevo
- Website Content Management System: WordPress
Skills can be transferrable: Drupal, Magneto, Umbraco, Joomla
- E-Commerce Platform: WooCommerce
Skills can be transferrable: Shopify, BigCommerce
- Survey System: SurveyPlanet
Skills can be transferrable: SurveyMonkey, Typeform, Google Forms, Jotform
- SEO Plug-in: Yoast
Skills can be transferrable: SEO Press, SEMrush

In addition to your main areas of responsibility, the values and behaviours that are required from all our people for the successful delivery of our vision and strategy are summarised below:

VISION	To be the South's top heritage destination for relaxation, hospitality & experiences that surprise & delight
VALUES:	
	WELCOMING: Everyone is treated as a valued guest
	BEHAVIOUR: We welcome our guests with warmth & the personal touch, going the extra mile to make sure guests have a fabulous experience, while keeping them safe. We are inclusive, welcoming people of all races, genders, ages, sexualities & abilities. We build connections with communities & partner organisations to reach those who experience barriers to visiting.
	SURPRISING: We are a living, breathing heritage site, a place that uses its assets with joy. We look at life through a different lens, seeking surprising hidden stories & new approaches
	BEHAVIOUR: We are curious, think laterally & always look for the Leeds Castle 'twist' to make us stand out. We are agile, flexible & open to change.
	ENDURING: As estate custodians, we understand our assets, think long-term in caring for & improving them & leaving a healthy, positive legacy for future generations.
	BEHAVIOUR: We manage finances for the long-term, investing wisely & monitoring payback. Staff spend charitable funds prudently, always seeking best value. We minimise environmental footprint & work towards net zero carbon emissions. We plan regular maintenance & capital projects to protect our assets, doing the job properly & once. Our decision making is ethical, transparent & has integrity.
	NURTURING: We continue the estate tradition of looking after our people & communities.
	BEHAVIOUR: We respect different skills, experience & views. We work as one team, supporting & developing staff, recognising this is a lifestyle, not just a job. We take ownership of challenges & opportunities, successes & failures, always learning from experience. We are a good neighbour & partner, with a positive influence in Kent and beyond.

All candidates will be recruited against the above criteria regardless of their sex, racial, ethnic or national origin, disability, age, sexuality or responsibilities for dependents. We value a diverse workforce and celebrate our differences

This Job Description is not exhaustive. You should be aware that you may be required to perform other duties as required.

I have read and understood the above Job Description.

Signed Date