

## Job Description: Sales & Marketing Manager, Scone Palace & Estate

<b>Job Title:</b>	<b>Sales &amp; Marketing Manager</b>	<b>Responsible to:</b>	<b>Head of Events</b>
<b>Purpose of job:</b>	To support delivery of the commercial performance of the Palace & Estate through the implementation of a robust marketing strategy and the execution of an effective marketing and events plan with a focus on increasing visitor yield. Acting as brand guardian to raise and manage the reputation of the business through active networking.		
<b>Line Management responsibility: Social Media &amp; Communications Officer</b> Managing and developing this role to sustain performance and provide a cohesive marketing mix for the business.			
<b>Key Accountabilities include:</b> <ul style="list-style-type: none"> <li>- Preparing the annual marketing strategy and action plan to deliver business objectives using the full marketing mix</li> <li>- Setting and managing the marketing budget, delivering agreed KPIs</li> <li>- Acting as a brand ambassador for the Palace and Estate, delivering a consistent brand message</li> <li>- Gathering market and customer information to understand customer requirements</li> <li>- Initiating and delivering bespoke marketing campaigns to drive customer engagement and sales</li> <li>- Building and maintaining excellent working relationships with stakeholders and partners, generating leads with potential clients</li> <li>- Attending trade shows, conferences and local business groups which will benefit the promotion of Scone Estates</li> <li>- Supporting our programme of events in conjunction with the Head of Events</li> <li>- Meeting and exceeding sale targets and KPIs and reporting on sales activity</li> <li>- Regularly researching and analysing market trends to ensure our message is current and relevant</li> <li>- Provide regular management reports measuring agreed KPIs and planning effective actions</li> <li>- Liaison with the press and PR partners as required</li> <li>- Working with the Health &amp; Safety of yourself and others in mind at all times</li> <li>- To carry out any other reasonable duties as requested by the Senior Management Team and Mansfield Family</li> </ul>			
<b>Essential Skills:</b> <ul style="list-style-type: none"> <li>- Influencing, networking, and negotiation skills</li> <li>- Business to Business sales experience</li> <li>- Analytical and researching skills to target reach and engagement</li> <li>- A good understanding of messaging for different target audiences and the ability to communicate effectively with a wide range of stakeholders at different levels</li> <li>- The ability to work well under pressure and meet deadlines</li> <li>- An eye for detail and the ability to work accurately</li> <li>- Strong interpersonal skills and the ability to work collaboratively</li> <li>- Knowledge and understanding of GDPR legislation and the impact on marketing</li> <li>- Strong IT skills, including proficiency in MS Office</li> <li>- Self-motivated with the ability to work on own initiative and as part of a team</li> <li>- Demonstrate a strong commitment to customer service excellence</li> <li>- Ability to develop, establish and maintain positive relationships with colleagues and stakeholders</li> <li>- The willingness to undertake any training required for the role</li> <li>- The ability to work some weekends and evenings as required</li> </ul>			

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