



WHO WE ARE

Buccleuch is a diverse and innovative business with a passion for sustainable land use in rural Britain. People are at the heart of Buccleuch; in particular, colleagues, tenants, customers, and visitors. Our commercial enterprises, including leisure & hospitality, agriculture, forestry, energy, rural estates and commercial property, provide approximately 500 jobs in local communities.

For more information about us, and what we do, look at our website here:

www.buccleuch.com

OUR VALUES



- We treat each other with respect
- We do our best for customers
- We care about our communities
- We actively manage our impact on the environment

WORKING FOR US

Chef, Security Officer, Lettings Agent, GIS Technician, Gardener, App Developer, Joiner, Wildlife Ranger, Barista, Forester, Surveyor, Retail Assistant, House Guide, Project Manager, Finance Assistant, Fencer, Site Engineer...

Just some of the many and varied roles people carry out at Buccleuch and chances are, you won't have worked anywhere like it before. If you join us, you can expect to be busy and challenged, but you'll never find it dull. Colleagues are encouraged to use their initiative and many have had the opportunity to develop their roles. We're particularly committed to safety and wellbeing and we like to think this is a great place to work.

In our last People Survey colleagues reported that they are proud to work for Buccleuch, they understand what is expected of them and feel that their team environment is supportive. Here's what some of our colleagues had to say:

"It's a great place to work"

"Buccleuch is unique but it's the people that really make it"

"I enjoy being part of the team"

"I felt really valued during what has been a difficult time"



"The company has really demonstrated commitment to everyone's wellbeing"

"The mansion houses and grounds are so beautiful and it's interesting to work with a family whose roots trace back to King Charles II and beyond"

THE ROLE

Role title	Digital Marketing Executive	Contract type	Permanent
Location	Queensberry Estate, Thornhill	Hours	30 – 37.5
Start date	ASAP	Manager's role	Head of Marketing

Reporting to the Head of Marketing and working closely with the Marketing Manager, you will be responsible for the social media, website and e-newsletter content across three of Buccleuch's visitor attractions – Drumlanrig Castle, Boughton House and Bowhill House.

We welcome applications from candidates wishing to work four or five days per week.

You'll find more detail about the day-to-day responsibilities involved in the "role specifics" section below.

Salary & benefits

Salary range (dependent on experience)	£24,000 - £26,000*
Employer pension contribution (subject to you contributing 3.5%)	5.5%
Annual leave (inclusive of public and statutory holidays)	30 days*
Life assurance	2.5 times salary
Other	Eligible to join Private Health scheme

*Salary & annual leave will be pro-rata for part-time colleagues



Holidays increase by one day for five years' continuous employment (up to a maximum of 5 additional days) and we offer the opportunity to join a holiday purchase scheme (after one year's employment) along with pension and cycle to work salary exchange schemes.

THE PERSON

Essential skills & attributes

- Exceptional copywriting skills and an eye for great imagery
- Be able to think creatively on a variety of projects
- The ability to think of innovative ways of communicating our brands online
- A passion for photography and/or videography
- Proficiency with the Office 365 suite of packages, social media platforms and WordPress
- Strong organisational skills and able to prioritise workload effectively
- Excellent written and verbal communication
- Thrives in a busy and fast-paced environment
- Excellent attention to detail
- Able to demonstrate knowledge of latest social media trends

Candidates should have at least 2 years' experience of using WordPress and social media platforms in a similar role. Due to the remote location of our estates, a current driving licence and access to transport is essential.



ROLE SPECIFICS

On a day-to-day basis, our Digital Marketing Executive will carry out the following tasks:

- Manage social media content across our multiple accounts ensuring it is of the highest quality and is engaging for our users.
- Grow our social media following and actively identify new ways to develop engagement and increase our following.
- Have an eye for quality imagery and video content with the ability to capture this.
- Create and update websites (including seasonal content) in line with SEO best practise.
- Update and monitor listings websites for our business and special events.
- Managing our Google MyBusiness accounts to ensure SEO best practise.
- Write our e-newsletters for each estate, including sourcing of quality images.
- Responsibility for our e-newsletter account, updating databases and ensuring it complies with GDPR.
- Work with the Marketing Manager to develop a content calendar for each estate for social, news pieces and e-newsletters.
- Assist the Marketing Manager with proofing of marketing collateral.
- Support the Marketing Manager in organising video and photoshoots.
- Assist the Marketing Manager with our monthly measurement across social and newsletters and taking appropriate actions to improve.
- Assist the Marketing Department in ensuring consistency across the company in line with the brand guidelines. You will be a brand champion, ensuring guidelines are adhered to for our various products.
- Support wider marketing activity and work creatively with the team.
- Travel to our other sites will be required from time to time (Scottish Borders, Midlothian and Northamptonshire).

We ask all our colleagues to:

- Be familiar with, and adhere to our company policies, guidance and practices.
- Co-operate with colleagues to ensure that Buccleuch is a safe place to work and visit, reporting any concerns to a relevant manager or member of the safety team.
- Undertake other duties as may be required from time-to-time and are consistent with the overall responsibilities of the role.

APPLYING FOR THE ROLE

Sound interesting? If you haven't already applied and think you have the right skills, attitude and experience to join our team, we would love to hear from you! To apply, simply email your CV and a covering letter to recruitment@buccleuch.com. Please include the hours you would be available in your covering letter.

If you have any questions about the role, would like this information presented in a different format, or would like more information about our application process, please contact our recruitment team at recruitment@buccleuch.com.