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## 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](http://www.buccleuch.com)

## OUR VALUES

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- 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

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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

<b>Role title</b>	Head of Marketing (maternity cover)	<b>Perm/temp</b>	12 month fixed term
<b>Location</b>	Dalkeith Country Park or Edinburgh	<b>Hours per week</b>	22.5 – 30 (over 3/4 days)
<b>Start date</b>	July / August	<b>Manager's role</b>	MD Commercial Development

In this 12 month maternity cover you will be responsible for Buccleuch's marketing activities to increase footfall to our four estates. You will lead the marketing team to ensure effective marketing of our visitor offer and promotion of our brands to new and existing audiences.

Key responsibilities include:

- Overseeing the Marketing Strategy across Buccleuch, including brand management and corporate identity of our estates, holiday accommodation and commercial businesses.
- Monitoring and reporting on the effectiveness of marketing activities
- Responsibility for the strategic direction of our websites and social media presence.

We welcome applications from candidates wishing to work three to four days per week. Candidates can be based at Dalkeith Country Park or our Edinburgh Office, with at least one day worked at Dalkeith Country Park each week and occasional travel to our other Estates.

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

## Salary & benefits

<b>Salary range (dependent on experience)</b>	£41,000 - £47,000*
<b>Employer pension contribution (subject to you contributing 4%)</b>	8%
<b>Annual leave (inclusive of public and statutory holidays)</b>	30 days*
<b>Life assurance</b>	4 times salary
<b>Other</b>	Private health

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



## THE PERSON

### It's essential for candidates to have experience of:

- Marketing products or services to new and existing audiences
- Managing budgets in excess of £50,000
- Working with agencies and third party suppliers
- Managing websites and social media content
- Brand management
- Market research and audience segmentation
- Supporting the marketing function within the retail, food and beverage and/or visitor attractions sector.

### Candidates must demonstrate the following skills:

- Print and production skills including copywriting and proof reading
- Excellent verbal and written communication
- High standards of work with an eye for detail
- Strong leadership skills with proven experience in leading and managing a team
- Highly organised approach to work with the ability to manage multiple priorities and work to deadlines

Due to the remote location of our Estates, a current driving licence and access to transport is essential.



## ROLE SPECIFICS

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### Specific responsibilities:

- Lead a team of six marketing colleagues including direct line management of two marketing managers (at Dalkeith Country Park and The Borders Estate).
- Work closely with marketing managers to proactively target new audiences, user groups and markets with the aim of increasing visits and improving our commercial performance.
- Create briefs, copywriting, proofing and other ad-hoc projects.
- Identify actions to increase income and reduce costs.
- Improve customer relationship management, including identifying the most appropriate software and ways to grow our database in line with GDPR requirements.
- Implement and maintain a system for capturing customer feedback/complaints, report on findings and work with colleagues to improve the overall service provision.
- Foster excellent working relationships with internal and external stakeholders and ensure effective internal communication.
- Follow company policies and procedures in relation to Health & Safety.
- Undertake such other duties as may be required from time to time and are consistent with the responsibilities of the role.

### Managers are asked to:

- Support team members to perform well in their roles by providing coaching, training, guidance and feedback
- Carry out meaningful one-to-one reviews with eligible direct reports on an annual basis
- Communicate relevant information about business performance, future plans and key objectives
- Ensure colleagues attend developmental and safety training, as required
- Be approachable and foster positive relationships with team members
- Be familiar with company policies, including those that relate to GDPR, and ensure their team complies with them.

### 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 and report any concerns to a relevant manager or a 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

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**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](mailto:recruitment@buccleuch.com). Please indicate if you have a preference over 3 or 4 days in your application.

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](mailto:recruitment@buccleuch.com).