



## Marketing Manager Petworth Places

### About the Role

We are seeking a Marketing Manager to lead our company's marketing efforts. The successful candidate will provide guidance and manage the marketing department. The Marketing Manager will be responsible for evaluating and developing marketing strategies, planning and coordinating marketing efforts, communicating the marketing plans to those involved, and building awareness and positioning for our company's brands. The Marketing Manager will also work closely with our finance team to develop a pricing strategy to maximise profits and ROI.

To be considered for this position, you will need a bachelor's degree in marketing, communications or similar qualification. You will also need to have proven experience in running a marketing team and marketing campaigns. High competency in project and stakeholder management is a huge advantage.

The individual in this role will be required to work with the wider management team, and must be able to manage pressures from the business and various stakeholders, prioritising work to ensure effective delivery.

### About Petworth Places

Petworth Places trading as Market Town Developments Ltd is made up of several teams of dedicated people building a destination hospitality and food and beverage business with Stay, Dine, Explore at the heart of the business. Our core businesses are located in the beautiful South Downs market town of Petworth, West Sussex, and the historic market town of West Malling in Kent.

Established in 2010, the group comprises a multiple-award-winning food brand, The Hungry Guest (a double winner of UK delicatessen and farm shop of the year), E Street Bar & Grill, and The Angel Inn (with seven premium guest rooms and two luxury self-catering townhouses – Ryde House and East House). The group also includes Augustus Brandt, an interiors and antiques business, and Newlands House Gallery, a modern and contemporary gallery and exhibition space.

Our accolades include E Street Bar and Grill being awarded best restaurant in the South East in 2019 and The Angel Inn being awarded best pub in West Sussex in 2022. E Street Bar and Grill joined the global Chaine des Rotisseurs in 2022.

In 2019 we established a new wedding venue and events business which is growing steadily and in 2022 we launched our wine series events at E Street Bar and Grill, which has been a great success.



## Responsibilities

The Marketing Manager will:

- Provide strategic support to the business and functions to produce and deliver integrated marketing and communications plans that help shape the destination and drive business growth.
- Work with internal stakeholders and strategic advisors to deliver marketing, internal and external communications and business support reflective of the owners' long-term vision and objectives for the portfolio.
- Oversee the marketing department, including developing a sound marketing strategy and marketing plan; coordinating, directing and project managing all marketing efforts from start to finish; and communicating the marketing plan to internal stakeholders.
- Liaise with managers and operational teams to promote itineraries, events and experiences for the Petworth Places Group including Newlands House Gallery.
- Research demand for products and services, including competitor analysis.
- Work with the Finance Controller, CEO and Managers to develop pricing strategies to maximise profits and market share while balancing quality of brand image and customer satisfaction.
- Understand and develop budgets, including expenditures, research and development appropriations, return-on-investment and profit-loss projections.
- Compile lists describing our offerings, develop and manage advertising campaigns, and support sales and lead generation efforts.
- Work with the management team on delivery of all new websites and marketing collateral.
- Advise and train staff on social media strategy.
- Be the internal point of contact for PR and SM agency, including press release signoff, hosting media/influencer events and overseeing any interviews with trade and specialist press.
- Prepare strategic briefings for the wider team (digital, design, research & events).
- Report on campaign results against predefined KPIs.
- Project manage Petworth Places app.
- Manage design and agency support as required.
- Source customer delivery stories that can be used both internally and externally and develop associated content (written and multimedia).
- Lead and work on cross-functional campaigns to deliver the strategy.





## Experience and Qualifications

- Bachelor's degree in marketing and communications, or related field.
- Track record in integrated marketing and leading a marketing team.
- Recognised marketing campaign experience including development of effective storytelling for brands.
- Efficient time management skills and organisation skills, and the ability to multitask.
- Strong copywriting skills.
- Attention to detail.
- Proven ability to manage budgets.
- Professional and proactive work ethic.
- High competence in project and stakeholder management.
- Experience with digital marketing forms and strategies such as social media marketing and content marketing.
- Experience working in communications, preferably both internal and external.
- Understanding of luxury market.
- Strong B2C experience, especially working in complex markets and being able to simplify.
- Excellent understanding of using audience understanding and data to shape, influence, amend, and optimise plans.
- Competency in Microsoft applications including Word, Excel, and Outlook.
- Competency in Adobe applications including InDesign, Photoshop, and Premiere Pro.

## Core Competencies

### **Accountability**

Demonstrates and communicates a high level of ownership and commitment to achieving results, accepting responsibility for behaviour and job-related tasks, and establishes an agreement on how success will be measured.

### **Communication**

Listen, speaks, and writes clearly and concisely, provides useful and timely information to people by choosing the most appropriate method of communication and tailoring the message for the intended audience.

### **Client Service Orientation**

Establishes mutual expectations with a client to ensure satisfaction, going above and beyond to help build a strong relationship. Shows care and timeliness when dealing with client requests, is keen to offer assistance before a request is created.

### **Planning**

Uses effective methods to determine priorities, set goals, and create a plan. This includes the ability to organise oneself to complete routine tasks and prepares daily, weekly, and monthly plans. Is able to establish priorities based on knowledge of the organisation.

### **Technical Savvy**

Shows an understanding of technical products, programs, and their application; stays up to date on current trends and events relating to technology, and understands general business application of IT.

### **Problem Solving**

Takes a systematic approach to solving problems rather than reacting to symptoms, recognises problems quickly and uses good judgment, common sense, and past experience and knowledge to act appropriately and efficiently.



## Other Important Traits

Just as important as the technical requirements of the job are the less tangible elements that will help the right candidate achieve outstanding results:

- Passion for food, quality ingredients, and travel.
- Interest in heritage, culture, craftsmanship, and artisanal excellence.
- Leadership and demonstrable teamwork skills.
- Friendly and accommodating, with excellent interpersonal, written and oral communication skills.
- A good balance between strategic planning and hands-on delivery.
- Creative 'outside of the box' thinking.
- Ability to influence at a senior level to secure strategic partnerships.
- Diplomacy to have difficult conversations as needed.

## Detailed Responsibilities

In addition to the responsibilities outlined above, the successful candidate will provide marketing support for individual Petworth Places brands as follows:

- Content planning
- Staff newsletter (content and creation)
- Customer communication management (including Tripadvisor)
- Support and development of strategy and brand position
- Product awareness training
- Monthly budget and finance support
- Recruitment support
- Web development, builds, site technical management, content development and updates
- Social media, including monthly reporting
- Newsletter design and distribution
- Design and artwork (working in InDesign)
- Photography, including Photoshop
- Multimedia production, including in-house video content
- Merchandising, including buying and managing props
- Packaging
- Internal and external signage
- Data growth management
- Brand management
- Charity and Apprenticeship programme support
- Awards (managing and entering)
- Sponsorship
- Event promotion in conjunction with Managers
- PR - press releases and agency liaison
- Print advertising (local and regional)
- Wholesale support, including website content
- Month-end reporting
- Data capture



## Key Relationships

**Internal:** CEO, Finance Controller, Marketing Assistant, Hospitality and Retail teams

**External:** Media contacts, Industry Partners, Guests/Customers

## Discretionary Authority

- Support in managing the daily responsibilities of marketing team (marketing assistant, social media coordinator, e-commerce support, etc.).
- Support in managing the annual marketing budget and ensuring we track and spend accordingly.

## Key Performance Indicators

The following results will be indicative of strong performance on the part of the Marketing Manager:

- Comprehensive digital media strategy designed, implemented and executed.
- Key partnerships are developed to grow business and sales.
- Online sales strategies are implemented and drive sales for our ecommerce store to achieve annual targets.
- All collateral and strategies are consistent with the company brand and vision.
- Communication is strong and effective.
- Conversion rates continue to grow (on all initiatives).
- Agreed upon marketing budget is met.

## Benefits

- Competitive market rate salary
- Staff discounts at all group outlets
- Employee Assistance Programme
- Free admission to Gallery exhibitions for employees
- Discounted membership to Newlands House Gallery
- Holiday entitlement of 28 days per annum including Bank Holidays (for full time roles).
- Learning and development opportunities

**Location:** Petworth, West Sussex

**Employment Type:** Full Time - Permanent

**Salary:** Competitive market rate salary

**Employer:** Petworth Places

## To Apply:

Please send your CV and covering letter to [recruitment@petworthplaces.com](mailto:recruitment@petworthplaces.com)