



Job Description & Person Profile

Job title	Partnership Marketing Officer
Reporting to	Head of Marketing & Communications
Starting salary	£23,500
Date	December 2019

Waddesdon Manor is an historic house open to the public. Created by Baron Ferdinand de Rothschild from 1874, it is home to collections of paintings, decorative arts and sculpture assembled by three generations of the Rothschild family. Today it is managed by a charitable trust, the Rothschild Foundation, under the leadership of Lord Rothschild and an agreement with the owners, the National Trust.

Waddesdon as a house and gardens welcomes around 470,000 visitors a year and is supported financially by RWL a trading company comprised of five business areas – catering, retail gifts and wine, the Five Arrows Hotel, private events and weddings, and public events such as our Christmas Fair, Summer Fest and Chilli Fest. All profits from the trading company are covenanted to the Rothschild Foundation charity to support the care of the collections and maintenance of Waddesdon’s gardens and buildings to provide the highest quality visitor experience.

The Partnership Marketing Officer is a new role, and will involve working closely with the Head of Marketing & Communications, Hotel & Private Events General Manager, Catering & Retail Operations Manager, Rothschild Wine Specialist and Head of Travel Trade, Tourism and Film, to develop events, offers and activities that attract new audiences through partnerships with carefully selected organisations.

The post holder will also be the main point of contact for the smooth implementation of both a local resident’s pass and friends’ scheme, and will also contribute to Waddesdon’s overall marketing and online strategy, and support its brand positioning.

Key areas of activity

1. Develop appealing exclusive event packages for a portfolio of corporate and media partners that enhance the Waddesdon brand, for example:
 - Exclusive wine tastings and dinners
 - Out of hours curator tours of the Manor or special exhibitions
 - Access to private gardens like the Water Garden at the Dairy

2. Create competition prizes from our shop, hotel, catering and events packages appropriate for corporate or media partners which raise the profile of Waddesdon's wide-ranging businesses, for example:
 - Specially selected wine cases
 - Overnight hotel stays with 'money can't buy' elements like private wine tastings or out of hours tours or special access
3. Proactively seek cross-promotion opportunities offering dinners, afternoon teas, incentivised spend in our shops and overnight stays in the Five Arrows Hotel to maximise spend per head
4. Develop the Waddesdon Friends Scheme (due to launch in Feb 2020)
 - Manage its launch marketing and messaging
 - Identify and plan at least six annual events for Friends
 - Manage regular communications with Friends using CRM contact database and MailChimp newsletter software
5. Build on the premium ticket packages introduced for Christmas, targeting offers to partner audiences and exploring opportunities for these with online ticket agencies
6. Manage communications with local residents who have annual passes, through CRM contact database
7. Measure the success of all campaigns, identify learnings and make improvements for future partnerships, events and offers.

The successful Partnership Marketing Officer will make a visible impact on Waddesdon's sales results and in terms of positive brand associations. S/he will be confident presenting ideas and campaign plans internally and interacting with guests during exclusive partnership events. The post holder will work with marketing colleagues on the best use of the contact database ensuring GDPR requirements are met fully, and will work with the team on marketing administration like photographic library maintenance and the social media rota as necessary.

Person profile

The successful candidate will be a creative thinker, an excellent relationship-builder and communicator combining audience awareness, marketing drive, campaign creativity and thoroughness in implementation. Excellent written and verbal communication skills, IT, social media and office skills will be essential. To have some experience in a marketing, sponsorship or event promotion environment, or experience within the heritage sector will be an advantage.

Waddesdon is a busy and fast-paced environment so you will need to be extremely well organised, able to think on your feet and prioritise your work. An ability to work flexibly and to build relationships at all levels across teams will be essential. You will need excellent interpersonal skills and to demonstrate flawless attention to detail.

Competence using a contact database, e-newsletter software, social media and digital marketing tools is desirable, and familiarity with an event booking system will be an advantage.

Recruitment process

Please submit your CV along with a covering letter explaining how your experience and skills match those outlined above (no more than 2 pages of A4), and send by email to application@waddesdon.org.uk

Please save your application documents with your name and 'Partnership Marketing Officer' as file names and in the email subject line.

Deadline for applications 9am Wednesday 29 January 2020

Interviews Tuesday 11 February 2020

Terms & conditions

Salary: £23,500 per annum

Hours: 37.5 hours per week, Monday to Friday and including occasional weekend/evenings and some out-of-hours social media activity

Place of work: The role is office based at the Manor. Please be aware that there is limited public transport to Waddesdon

Holiday: 25 days per annum

Pension: National Trust contributory pension scheme

Other: National Trust Staff Card which entitles free entry for two people at all National Trust properties and a discount in their shops