



# HESTERCOMBE

where creative ideas grow

## **JOB TITLE**

Press & Marketing Officer

## **LOCATED AT**

Hestercombe Gardens, Cheddon Fitzpaine, Taunton

## **RESPONSIBLE TO**

Marketing & Communications Manager

## **SPECIAL RELATIONSHIPS**

Events team, Visitor Reception Manager + other Heads of Departments

## **TERMS OF EMPLOYMENT**

Full-time, 37.5 hours (5 days) per week. You may be expected to work occasional weekend days, Bank Holidays and evenings throughout the year. We are happy to discuss part-time working; this role is predominantly office-based but with flexibility for some remote working.

## **SALARY**

£24,000

## **ABOUT THIS ROLE**

The aim of this role is to support the Marketing & Communications Manager and wider Marketing & Events team with marketing and PR activities.

Hestercombe is a small but ambitious visitor attraction near Taunton, Somerset. Over the past 30 years, the 50 acre site has been largely restored, and offers nearly 100,000 visitors per year a chance to learn, explore and relax in its four period gardens. We are looking to appoint a newly created role to manage elements of our marketing and bring our PR function in-house.

With a busy events, gallery and weddings schedule, this role will be interesting, varied and relatively hands-on. We're looking for someone with both press and marketing experience, who can write compelling stories, develop our relationships with press, and is adept at putting together marketing copy.

Whilst previous design experience is not essential, it would be handy if you've used Photoshop before, managed some social media, and know how to take a decent photo on a phone.

As we grow our team following the Covid-19 pandemic, there may be opportunities in the future for this role to have line and budget management responsibilities.

## **RESPONSIBILITIES**

These may include, but are not limited to, the following:

### *Press*

- Manage and develop our Press contacts lists
- Write and send out press releases
- Develop and deliver our PR strategy in conjunction with the Marketing & Communications Manager
- Attend any networking events when required
- Send invitations for VIP and special events, and be the point of contact on the day

### *Digital content*

- Plan and produce digital content, including written blog posts, editorial & advertorial content, email marketing and video content
- Social media planning and delivery
- Produce digital advertising assets and running paid social media campaigns
- Produce video content for our social media channels and Youtube
- Produce website content, including creating and amending web pages, images and copy
- Upload information to external listings for events (or general organisation) promotion

### *Print & Signage*

- Liaise with designer on supplying print advertising
- Contribute copy and proofread content for print brochures, flyers and other print material
- Work with designer to improve and maintain on site signage

### *Strategy*

- Assist the Marketing & Communications Manager with marketing plans for the Art Gallery, Weddings and Membership
- Help deliver on- and off-site membership drives

### *Off-site*

Attend off-site exhibitions and events from time to time (such as our stall at Taunton Flower Show, Toby's Garden Festival at Powderham, quarterly Classic Gardens meetings with our partners and Visit Somerset members' events to name a few).

## **SPECIAL PROJECTS**

From time to time the role will include special project work across the varied areas of the Trust and Trading operations.

These could include working or taking the lead on:

- Hestercombe's membership scheme, including competitor research, member surveys, and delivery of a marketing plan;
- Promotion of our education offer;
- Wedding and/or Art Gallery press and marketing activities;
- Parks & Gardens UK project to assist with web content;
- Catering events set-up and promotion (such as our Summer Lates and Piano Suppers);
- Other special projects as and when they arise.