



ATHOLL

E S T A T E S



Our Estate Values

*Atholl Estates working in harmony with the natural world
and breathing life into our history.*

Authentic

We act with integrity towards each other and follow through on commitments.

Supportive

We want to approach people with empathy, to feel respected, empowered and valued.

Responsible

We want to maintain a safe and healthy working environment.

Inquisitive

We aspire to be clear on the why as well as the how.

JOB TITLE: Marketing Manager, Atholl Estates
LOCATION: Blair Castle, Blair Atholl, Pitlochry, Perthshire
RESPONSIBLE TO: CEO/FD

We are looking for an experienced and talented Marketing Manager with a curious mind to take ownership of all marketing across our organisation. This role involves effectively positioning Blair Castle & Gardens and our visitor events to drive engagement, while strategically ensuring our Caravan Park and Highland Lodge occupancy rates consistently meet and exceed targets.

As Marketing Manager, you will lead a focused in-house marketing function, providing direct line management and mentorship to a Marketing Assistant. You will collaborate seamlessly with external freelancers and agencies to balance high-impact, day-to-day activity with long-term strategic initiatives.

This role is perfectly suited for a strategic thinker who can look ahead to drive revenue growth while navigating the demands of a dynamic environment with a proactive, hands-on approach. This is a key role that includes planning, strategy, execution, implementation, copywriting, budgeting and reporting on the success of marketing activity. It will involve working closely with the management team, trustees, and owners to drive awareness, top line sales and direct bookings.

Atholl Estates Office, Blair Atholl, Pitlochry, Perthshire PH18 5TH

T: +44 (0) 1796 481355 E: enquiries@atholl-estates.co.uk www.atholl-estates.co.uk

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Why Atholl Estates?

Atholl is an exceptional place, situated in 120,000 acres of beautiful rural Perthshire. Our business that is diverse and dynamic, managing operations in tourism, agriculture, forestry, renewable energy, and property. Although managed commercially, our aim is the preservation and enhancement of Atholl Estates natural, built, and social environments.

This role offers a rare opportunity to live and work in Highland Perthshire. Core business activities operate from offices at Blair Castle amidst a backdrop of beautiful scenic vistas, farmland, and wild open hills. The Marketing Manager will be an integral part of a forward thinking, friendly and enthusiastic team where no one day is the same.

Key Responsibilities:

- Strategic approach to the creation, delivery, design and reporting of digital copy & content, including social media, boosted posts, metasearch, SEO copy for websites including blog content to drive direct sales, assessing, and reviewing to drive engagement and participation.
- Preparation and management of an annual operating plan and budget, reviewing memberships and subscriptions, analysing success.
- Brand ambassador, ensuring the highest visual standards are maintained in accordance with our guidelines.
- Recognising and responding to PR opportunities.
- Collaborating with departmental managers to identify and agree strategies to optimise and enhance their products, using the CRM system for promotions and communication.
- Maintaining the website and understanding our point-of-sale systems to ensure maximum efficiency for a smooth customer experience.

Skills & Experience:

- Proven experience in a Marketing Management role preferably with experience in hospitality and tourism sectors.
- Experience managing and mentoring junior team members.
- Skilled in applying brand guidelines, ensuring consistency across tone-of-voice and visual identity
- Experience working with AI/LLMs.
- Experience across digital tools, including CRM platforms, website CMS management, booking platforms and Microsoft 365.
- A good understanding of the Scottish self-catering accommodation and inbound tourism market that includes emerging trends and innovation.
- Strong organisation skills to manage numerous projects, working to tight deadlines.
- An enthusiastic team-player, keen to learn, and hands-on.

In return for the above, we offer a fantastic place to work, competitive salary, generous company benefits, discounted food in the restaurant and our retail outlets, holiday purchase scheme.

If you think this is the role for you, please forward your CV and covering letter to abw@atholl-estates.co.uk