



JOB DESCRIPTION

JOB TITLE:	Marketing Manager, Atholl Estates
LOCATION:	Blair Castle, Blair Atholl, Pitlochry, Perthshire
RESPONSIBLE TO:	Head of Tourism

We are looking for an experienced and talented Marketing Manager with a curious mind who will be responsible for all aspects of marketing across our business, with emphasis on the tourism sector. The role will suit someone who is able to plan and implement our social media strategy, who will always look for ways to reinvigorate our portfolio and seize PR opportunities as they arise. We are looking for a creative, fun person with a sense of humour, good people skills and an enthusiastic brand ambassador.

Why Atholl Estates?

Atholl is an exceptional place, situated in 120 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.

The Role:

With a focus on creativity and innovation, you will be responsible for all aspects of marketing for the Tourism Department which comprises a mix of high quality and authentic visitor experiences that include Blair Castle and Gardens, a thriving holiday park, large and small public and private events/functions, and a range of idyllic self-catered accommodation.

This is a key role that includes planning, design, strategy, implementation, copywriting, budgeting and reporting on the success of marketing campaigns. It will involve working closely with the management team, trustees, and owners to drive awareness, top line sales and direct bookings. It will require a strong commercial and analytical mind, and demonstrable experience in a similar sector.





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:

- Marketing experience in the tourism and hospitality sector
- Able to produce copy for use across the digital and physical space, which is on brand and of the highest quality, experience with InDesign preferred (or equivalent)
- A strong understanding of the Scottish self-catering accommodation and inbound tourism market that includes emerging trends and innovation.
- Ability to balance 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 staff meals, a cycle to work scheme, holiday purchase scheme, discount in our holiday accommodation, and although the role is primarily office based, flexibility with working hours.

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

