

BLLENHEIM

JOB DESCRIPTION

Job Title:	Marketing Executive (Blenheim Estate and Pye Homes)
Department:	Marketing
Reports to:	Property Marketing Manager (partial to Land Marketing Manager 25%)
Staff reporting to this post:	Nil
Location:	Blenheim Palace

Summary of Role: Working across the Blenheim Estate and Pye Homes brands, execute all required marketing content and campaigns across multi channels to grow the brand awareness and contribute to the set targets.

Blenheim Estate is part of Blenheim and is focused on sharing and cultivating their land with its local communities, with part of that aim delivered through building and offering homes developed by Pye Homes, who are a Blenheim owned company. Furthermore, this area seeks to help other land owners succeed in securing development opportunities on their own land and for Pye to have an ongoing pipeline for future development

Day to Date Role Responsibility:	<p>Content & Campaign Delivery</p> <ul style="list-style-type: none">• Creating and delivering ongoing content and campaigns that are audience focused with evidence-based insight and ROI across multi layered KPIs• Supporting launch events for new sites with Pye Homes plus any other event activity across both brands• Support the delivery of award applications across the brands• Support the delivery of pitch documents• Creative briefs - briefing agencies and suppliers for content creation• Copywriting across all channels for both Blenheim Estate and Pye Homes• Asset library - managing images, videos and content for sharing with press, partners and other approved digital spaces <p>Web & Social – working with the digital team to deliver</p> <ul style="list-style-type: none">• Websites – ensuring the Blenheim Estate and Pye Homes websites are always up to date• Social media management – package up and deliver content, engage and grow all of our social channels• Social posting - content and scheduling, building and developing the Blenheim Estate and Pye Homes tone of voice <p>Partnerships & Influencers</p> <ul style="list-style-type: none">• Working with influencers/partners – including meeting and greeting, growing the influencer database and contact list• Developing new influencer/partnerships and evolve existing relationships• Organising and facilitating FAM and filming based awareness – including meeting and greeting
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General

- Work in conjunction with the rest of the PR and Marketing team on special and launch events
- Create and share insight reports
- Review and provide guidance to stakeholders to uphold the Blenheim Estate, Blenheim Estate Homes and Pye Homes brands
- Provide administration support within the team including managing the marketing inbox
- Support the managers as required

Skills & Knowledge:

- Strong communicator written and verbal
- Project management experience
- Organised and time efficient
- Ability to work autonomously and as a team
- Used to working across multiple marketing tactics – PR, Digital, advertising, partnerships etc

Person Specification:

- Personable/approachable
- Passionate
- Proactive
- Collaborative
- Confident
- Motivated

Our Culture:

At Blenheim, we are passionate about providing an environment for our employees to develop their skills, try new ways of learning and encouraging their talents to flourish. Our Blenheim Behaviours are shared by all and are an important aspect of joining the Blenheim Team.

- Relish a New Challenge Everyday
- Keep Our Promises
- Show Honesty with Kindness
- Share a Sense of Belonging
- Make History