

Job Description

Marketing Manager

Responsible To :

General Manager

Killruddery, the world-renowned gardens and house. Set in 800 acres of beautiful landscape cared for and lived in by the same family for 400 years. Living history on Dublin's door step.

KEEL MISSION:

That every visitor leaves Killruddery, with a sense of belonging, having fostered a love and appreciation for the space, through activity that is sustainable for its structure and environment. A dedicated professional team offers high quality service and experiences to local, national and international communities.

Role Summary:

The Marketing Manager role is a unique opportunity to promote and sell the Killruddery product. This individual will be responsible for the e-commerce strategy for our Estate and managing the digital assets (website, social media platforms, reputation management, ezine communication), all online digital Marketing and offline traditional Marketing activity.

The Marketing Manager is responsible for developing footfall to Killruddery's various outlets and meeting sales targets of tickets to Garden and Events Programme. This role provides education and builds awareness of the various Killruddery products through excellent and creative story telling. It also liaises with other Sales and Marketing bodies within Killruddery, providing a coherent and shared Killruddery market voice.

This individual should have a proven track record of delivering innovative, high impact marketing strategies and campaigns, that boost traffic and conversion rates,

and directly increase ROI and revenues.

The Marketing Manager will be involved in the brand development of Killruddery Estate and will be responsible for the communication and application of guidelines to all stakeholders, across all online and offline platforms.

The Marketing Manager will be responsible for maximising revenues throughout the Estate through new marketing initiatives, and for ensuring the individual outlet brands achieve the growth targets which have been set.

The Marketing Manager will have a strong commercial focus with the ability to plan and execute strategies and campaigns, and analyse performance and results, to adapt as required to ensure delivery of revenue targets, KPI's and objectives.

This individual will be experienced in the formulation, execution, and delivery of projects to tight deadlines.

Main areas of responsibility

The Marketing Manager is responsible for marketing campaigns specially Social, Digital and Print for Killrudderys various outlets; Shop + Cafe, Pop Up Suppers, Farm Market, House + Garden and Programme Events Programme and will promote the Killruddery brand by engaging and motivating our customers and potential customers to engage and stay engaged.

Will contribute co-ordination and facilitate input from others on Digital + Social presence for all the various Killruddery Revenue Streams; that is as well as above will activity engage with other team members to ensure shared voice with Weddings + Private Events + Memberships.

Drive Business Results:

- Accurately present basic product information on our Digital and Social Platforms and also on outside platforms on which we are listed.
- To maintain and develop the Killruddery Website to high standards. Customise the audience on-line experience by providing clear access to information and enabling easy engagement with our products.

- Knowledgeable of all Killruddery activities, programmes, promotions and events to best assist current and potential Customers.
- Actively review results of On-line activity; understanding our audience and responding accordingly to activity that is productive.
- Achieves revenue goals and growth targets as directed.
- Responsible for online ticket sale and its overlap with on site ticket sales.
- PR: Develop and circulate a press release to engage with Social + Print Media bodies, co-ordinating meetings with Senior Management or Owners to develop PR around specific business campaigns

Deliver an excellent online experience:

- Delivers a generous customer experience through delivering engaging story telling. Through planned participation with both internal and external ambassadors for Killruddery.
- Provides excellent on-line customer experience for current and potential audience with on going review of promotions, communications, products, events etc.
- Provides excellent customer service by promptly and accurately responding to customer experience (ensuring co-ordinated cover for your days off)
- Resolves concerns/problems ensuring our customers information and booking needs are met and company guidelines are followed.
- Assists in building our Killruddery community through a consistent Social, Digital and Print experience that is welcoming and motivating.
- Develop a marketing programme and campaigns targeted to our audience and potential audience with input from team members and deliver a social + digital media plan targeted towards growing on-line sales of Shop Products and Tickets sales.
- Ensure all Marketing SOP's are up to date.
- Responsible for Social and Digital systems active development.

- Review and update all marketing information and communications.
- Train new team members on our Social + Digital presence and how best to engage
- Help trouble shoot software before passing it on to IT Manager.
- Responsible for housekeeping on all our Social + Digital Platforms.

QUALIFICATIONS/EXPERIENCE

Essential

Completed college level education
BSc/MSc degree in Marketing or Digital
Marketing

1-2 years in a similar customer
interfacing role in customer service

Desirable

Training in Sales/Marketing and Business
Development

Competencies (Behaviour & Attributes):

Be friendly & engaging, helpful & polite, be able to multi task and problem solve, be adaptable & flexible. Good communication and organisational skills and attention to detail. Strong IT skills essential.