



**Role:** Marketing Executive

**Reporting to:** Marketing Manager

**Department:** Marketing

**Location:** Bolney Wine Estate, Foxhole Lane, Bolney. West Sussex.  
RH17 5NB.

**Contracted hours to be:** 8.30am to 5.00pm Monday to Friday. Weekend and evening work will also be required when needed.

### The role

This is a new and exciting role within the Marketing team at Bolney Wine Estate. You will be required to support the Marketing Manager to manage all aspects of the marketing mix for Bolney Wine Estate promoting the brand, wines, café and tours.

We're looking for someone with a passion for Marketing, with a good understanding of all the marketing disciplines and how they operate.

### Key role responsibilities

- Liaise with various internal teams to gather marketing requirements, taking new briefs and delivering final communications.
- With oversight from the Marketing Manager, project manage marketing campaigns for internal departments including Events, Trade, Retail and Café.
- Managing day to day requests from internal teams.
- Work with an external design agency to produce various marketing material, ensuring that all materials created are on-brand and delivered on time and within budget.
- Collate information and produce an internal monthly newsletter.
- Where required, support the Digital Marketing Manager with content and creative for digital executions including social and website.
- Support the brand PR activity including media enquiries, interview requests, samples, and image and content requests.
- Collate all information for competitions and awards that Bolney Wine Estate can enter and ensure all are entered in a timely manner.

- Assist in competitor analysis and suggestions of improving the customer journey and communications.
- Attendance, as required, at Trade shows both nationally and locally.
- Manage and respond to general requests to the Marketing inbox in a timely manner.
- Maintain image library.
- Provide day to day support to Marketing Manager.

### Requirements

- Ideally, you will hold a CIM or degree in a relevant subject.
- Previous Marketing experience is essential.
- Ability to use InDesign, Photoshop or Illustrator is an advantage.
- Social media knowledge on all platforms.
- Knowledge of email marketing software (not essential).
- Previous experience in the wine or hospitality industry is ideal but not essential.

### Personal qualities:

- Attention to detail is key.
- Must be highly organised and able to work in a fast paced environment.
- You should possess a creative flair and bring to the role a range of skills to promote the business.
- A confident self-starter able to work as part of a dynamic team.
- An ability to work independently with limited supervision.
- Friendly and approachable.

Due to the remote location a driving license would be desirable.

To apply please submit your CV and a covering letter to [jobs@bolneywineestate.com](mailto:jobs@bolneywineestate.com) by 30<sup>th</sup> September 2019.