



Digital Marketing and Communications Manager

About Strawberry Hill House & Garden

Strawberry Hill House & Garden is the Grade I listed Gothic villa created by Horace Walpole, set within a Grade II* listed landscape. As an Accredited Museum, the Strawberry Hill Trust cares for the House, garden and collections and shares their significance with the widest possible audience, physically and digitally.

The Trust's vision is for Strawberry Hill to be the global home of the Gothic: a place that inspires wonder, imagination and creativity through art and design, architecture, literature, collecting and landscape.

Purpose of the Role

To plan, coordinate and deliver Strawberry Hill House & Garden's marketing and communications activity, with digital marketing as the principal means of promoting its distinctive cultural programme and visitor experiences, growing and diversifying audiences, increasing visitation and supporting income.

The postholder will deliver targeted campaigns, informed by audience research and insight, for the cultural programme, general visitation, learning, Membership, fundraising, hospitality and other priority offers. They will contribute to creating unforgettable experiences across all our programme and platforms. They will take day-to-day ownership of the website and play a key role in its redevelopment.

JOB DESCRIPTION

Job Title: Digital Marketing and Communications Manager

Reports to: Executive Director

Contractual terms: Part-time 3 days per week (0.6 fte)

Working hours usually Monday-Friday, 9:00 to 17:30, with occasional evening and weekend working required.

There is flexibility for the postholder to work their hours across 3 or more set days by agreement.

Salary £19,000 (£33,000 Full Time Equivalent)

Key Responsibilities

Marketing Campaigns & Audience Development

- Develop an annual marketing and communications plan and campaign calendar aligned with the Trust's strategy, audience priorities and income targets.
- Deliver integrated campaigns for the cultural programme and visitor experiences, as well as general visits, learning, membership, fundraising, hospitality and other agreed offers.
- Use audience research, segmentation, visitor insight and booking data to build and diversify audiences, shape campaigns and identify effective promotional partnerships.

Digital Marketing & Audience Acquisition

- Plan, deliver and optimise paid digital campaigns across Meta and other appropriate platforms, managing objectives, audiences, budgets and performance.
- Coordinate promotional activity across digital and social channels
- Deliver email campaigns and use SEO, search, listings, referral, website and booking data to improve reach and conversion.

Communications, Press & Partnerships

- Coordinate external communications, including press releases, media information and liaison with media-relations support where appointed.
- Maintain press, listings, tourism and community contacts, and develop cultural, educational, local and promotional partnerships.
- Support communications for Members, patrons, donors, fundraising and funder acknowledgements, and coordinate appropriate promotions with hospitality and catering partners.

Website, Ticketing Information & Marketing Materials

- Maintain accurate website, visitor, event and ticketing information, including event pages, campaign landing pages and booking links.
- Support the transition to a new website, including content audit and migration, user journeys, SEO, testing and liaison with colleagues and suppliers.
- Coordinate proportionate print, signage, advertising and campaign materials, ensuring consistent branding, accessibility and inclusive communication.

Budgets, Data & Reporting

- Manage delegated marketing and advertising budgets, quotations, suppliers and expenditure.
- Monitor practical KPIs for reach, engagement, bookings, conversion, campaign return and audience development, reporting findings to improve future activity.

- Maintain marketing contacts, consent records and audience data in line with GDPR, and contribute evidence to planning, funding applications and evaluation.

Person Specification

Essential

- Demonstrable experience of planning and delivering effective marketing and communications campaigns, preferably for ticketed cultural programmes, heritage, tourism, visitor attractions or the charity sector.
- Strong practical knowledge of digital marketing, including paid social advertising, audience targeting, email marketing, SEO and campaign optimisation.
- Excellent copywriting, proofreading and verbal communication skills, with the ability to produce clear promotional messages and calls to action.
- Experience of maintaining website content and online booking or ticketing information, with the confidence to contribute to a website redevelopment and content-migration project.
- Confidence using audience research and campaign data to support audience development and make practical recommendations.
- Ability to prioritise a varied workload, coordinate input from colleagues, meet fixed deadlines and work collaboratively in a small organisation.
- Hands-on experience of Meta Ads Manager, Google Analytics, and content-management systems, with familiarity with Canva or Adobe Creative Cloud.

Desirable

- Experience managing delegated marketing budgets and coordinating external designers, printers, media or website suppliers.
- Experience of website redevelopment and content migration
- Knowledge of the heritage, museum or arts sector and an interest in the history and mission of Strawberry Hill House & Garden.

How to apply:

Please send your CV, including the names and contact details of 2 referees, and a supporting statement outlining how your skills and experience meet the requirements of the role to **jobs@strawberryhillhouse.org.uk**.

Please use the subject line **“Digital Marketing and Communications”**.

Closing date: Friday 28 August 2026