



MARKETING EXECUTIVE

JOB DESCRIPTION

Rathfinny is seeking a full-time Marketing Executive to support the growth of our luxury global wine brand and Sussex wine tourism business.

Rathfinny Wine Estate is one of the most admired producers of English Sparkling wine and its wine tourism business in East Sussex is regularly listed as one of the country's best wine experiences. Being a part of the Rathfinny marketing team offers a rich and varied experience and an opportunity to develop a career in the rapidly developing English wine industry. The role will include promotion of Rathfinny sparkling wine through brand and trade marketing as well as promoting the hospitality wine tourism business.

We are looking for an exceptionally organised Marketing Executive with a particular passion for wine to join our small and agile in-house marketing team. Reporting into the Digital Marketing Manager and working closely with the Marketing Director, you will take a largely executional role, supporting the marketing strategy and activities, creating content, and oiling the wheels of the everyday marketing functions.

The reputation of Rathfinny is built on a consistent commitment to quality, attention to detail and family values, so you will be fastidious about maintaining brand guidelines. You will have new and thoughtful ideas for building brand awareness and a perfectly balanced interest in both creative ideation and data-driven thinking.

You will be able to work effectively on your own from time to time, as well as take an active input in the marketing team, support other departments where necessary and contribute to the success and positive culture of the wider business.

This is the perfect opportunity for a Marketing Executive looking to further their knowledge across omnichannel marketing and the burgeoning English Wine industry help grow one of the most exciting and innovative English Sparkling Wine brands. You will have an appetite to learn, get stuck in and importantly, get things done.

The role will be based at Rathfinny Estate in East Sussex, although working from home is available at least one day a week, with occasional travel to London. It is a permanent role. Competitive salary depending on experience + Staff Discount + Private Medical Insurance.

KEY RESPONSIBILITIES

Campaigns

- Support the marketing team with the planning and execution of the marketing strategy, assisting with pitching and developing comprehensive and creative marketing plans and activities for both brand, trade, and Estate campaigns to help support the wider business objectives. Working alongside the Digital Marketing Manager to measure and report on the success of campaigns.

- Executing 360 marketing campaigns aimed at communicating our brand message. This means taking responsibility for managing the global marketing calendar ensuring all aspects speak to our brand pillars, delivers a positive brand experience, engages, and grows our audience, encourages advocacy, and supports commercial objectives. At times this will involve liaising between departments, external agencies, trade partners, suppliers and ‘managing up’ within the team to hold account for deadlines and deliverables.
- Assist with developing and delivering launch plans for new product releases and seasonal wine tourism activity.
- Help organise and deliver events at the Estate and with our on and off-trade partners nationally.
- Assisting with the creation and production of pitch presentations for partnerships and activations.
- Assist on video shoots, photography shoots and events for brand activations whilst upholding brand guidelines.

PR

- Assist the Digital Marketing Manager in handling media requests for information about the wines and Estate. Responding to everyday press call outs in a timely manner.
- Monitor and record all printed and online press coverage. Keeping our press clipping database and press contact lists up to date.
- Organise and support press events.
- Writing ad hoc press releases and distributing to key press.

Social Media

- Responsible for producing weekly social calendars across all brand platforms with the aim of ensuring that this content contributes to meeting Rathfinny’s goals. Sole responsibility for weekly social media scheduling.
- Responsible for timely community management such as responding to direct messages and comments and active social listening on relevant industry topics, current affairs, and competitor activity.
- Being aware of trends in social media, digital platforms, user-generated content, and digital communication to ensure that Rathfinny is benefitting from new opportunities to improve its communication strategy.
- Work with the Digital Marketing Manager to compile reports and track KPIs.

Website and Email

- Ensuring all website content is up to date and relevant and maintaining the company website as required. This includes everything from designing bespoke landing pages, copywriting, and publishing blogs and general updates, to using third party visitor booking widgets and supporting the ecommerce function.
- Use GA4 to monitor web performance and user behaviour over time.
- Produce and schedule email marketing campaigns with guidance from the marketing team. Managing the database following best practices and GDPR.
- Contribute new initiatives to segment our email marketing database and improve data capture opportunities.
- Work with the Digital Marketing Manager to compile reports and track KPIs.

REQUIREMENTS

- 3 years minimum marketing industry experience is required in a similar role.
- Good understanding of the core marketing disciplines and what each can deliver.
- Passionate about wine and with an experience of (and a passion for) premium and luxury brands.
- A WSET qualification is desirable but not essential. Other wine qualifications and wine interests will also make you a compelling candidate.
- Organised – able to effectively manage your own projects/tasks of varying complexities, meet deadlines and work well under pressure. The Rathfinny marketing team operates a blended working model, combining remote working with regular meetings, so you must be able to work without constant supervision.
- Detailed and consistent – have a strong eye for detail and consistency and the discipline to ensure that all work conforms to brand guidelines.
- Excellent spoken and written communication skills, particularly in creative copy writing and ability to adopt the brand tone of voice and adapt it towards different marketing channels.
- An ability to work closely, supportively, and flexibly with other staff members.
- Familiarity using a CMS, preferably WordPress.
- Familiarity editing an ecommerce site, preferably WooCommerce.
- Familiarity using social media scheduling tools such as Hootsuite or Later.
- Familiarity with using email marketing platforms, preferably Campaign Monitor.
- Experience with a press clipping service, preferably Vuelio.
- Proficient in using GA4.
- Competent computer skills, use of Microsoft office suite, including Excel.
- Use of image editing software, such as photoshop is an advantage.

GENERAL

- At Rathfinny we work very much as a team. The successful applicant must be prepared to support other colleagues and may be required to take on extra or different tasks to help support others.
- At all times personal appearance should be professional and in accordance with Rathfinny Wine Estate Policy.
- A willingness and ability to drive as the Estate is in the countryside.
- Occasional evening and weekend work as required to support our events.
- Occasional travel within England, aside from Sussex and London.

B - C O R P

Rathfinny is committed to the values of BCorp where business balance's purpose and profit. We are legally required to consider the impact of decisions on our workers, customers, suppliers, community, and the environment. As an employee you will be asked to contribute to this process and have a positive social and environmental impact. You will actively participate in B Corp certification and the adoption of the highest standard in social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

CULTURE AND CONDUCT

At Rathfinny Estate we are committed to producing exceptional wines and experiences, enjoyed the world over, that reveal the character of our family Estate in Sussex, using methods that are kind to our land, people, community, and wider environment.

To deliver this commitment we foster an environment of high-performance and a culture of excellence which drives the production of exceptional quality products which are safe, legal, authentic as well as providing excellent customer service.

All staff are expected to:

- Engage in the ongoing process of continual improvement in all aspects of quality, safety, authenticity and legality.
- Work with enthusiasm and professionalism.
- Treat colleagues with respect and kindness.
- Be friendly, helpful and cheerful with the team and the public.
- Communicate openly and behave in an ethical, honest, and fair way.

EVERYONE IS WELCOME

Rathfinny is an equal opportunities employer and actively supports Human Rights, and all Equality legislation. Our ethos is to respect and value people's differences, to help everyone achieve more at work as well as in their personal lives so that they feel proud of the part they play in our success.

We believe that all decisions about people at work should be based on the individual's abilities, skills, performance and behaviour and our business requirements. We are committed to the fair treatment of our staff, potential staff, or users of our services, regardless of race, gender, religion, sexual orientation, responsibilities for dependents, age, physical/mental disability, or offending background.

We welcome applications from ex-offenders but please note all applicants need to disclose any criminal convictions.

APPLICATION

To apply please send over cover letter and CV to:

Millie Driver, Marketing Director

HR@rathfinnyestate.com