

Job Advertisement: Marketing & Office Assistant

Location: Hogshaw Farm and Wildlife Park MK18 3LA

Salary: £12.50 per hour

Hours: Minimum of 24hrs per week.

About Us: Hogshaw Farm and Wildlife Park is a growing 44-acre family farm-park attraction located in the beautiful Buckinghamshire countryside. Home to over 250 animals and with a strong seasonal events programme, we are embarking on an exciting phase of development and are seeking motivated and experienced individual to support our marketing and office functions.

Role Purpose: This role will support the day-to-day operations of the park by undertaking various marketing and administrative tasks. Reporting to the Marketing Manager, the ideal candidate will be able to multitask efficiently in a fast-paced environment, offering support to key departments with promotional, event, organisational and customer service activities.

Key Responsibilities:

Marketing activity & internal communications

- Assist with booking adverts and online listings
- Assist with the production of marketing content
- Assist with uploading content to HFWP website
- Co-ordinate competition and giveaway activity, manage raffle requests and issue prize tickets
- Assist with marketing outreach to schools and local community groups
- Assist in identifying new marketing or sponsorship opportunities
- Support the production of staff newsletters and other internal communications materials
- Work with the Marketing Manager to ensure brand consistency across all marketing materials, campaigns and channels.

Promotional materials & media

- Ensure timely print, delivery, rollout and storage of marketing materials, event specific materials and farm signage
- Organise the HFWP photo and video content library

Events

- Support the event planning process, including ordering props and liaising with external suppliers
- Assist with creative set up and pack down of events

Research

- Assist with gathering and analysing guest feedback and visitor data in line with the Market Research Plan
- Undertake regular competitor research

Reporting & General Administration

- Reconcile marketing spend against budget
- Input data to marketing reports and assist with analysis
- Handle school bookings and correspondence
- Support HR functions including drafting letters, minute-taking, and managing onboarding paperwork.
- Manage general email enquiries, answer phone calls and draft complaint responses
- Assist with additional tasks such as banking, stock takes, setting up supplier accounts and placing orders

Essential Requirements:

- Proven experience in office administration tasks
- Strong organisational and multitasking skills.
- Excellent communication and customer service abilities.
- Ability to work independently and as part of a team in a busy environment.
- Experience with standard Microsoft Office technology and digital tools, including AI (e.g Chat GPT)
- Confidence working with data

Desirable requirements:

- 2+ years marketing and/or events experience
- Experience of working with Canva, Wordpress and Google Analytics

Why Join Us?

Join our small, dynamic team at a crucial stage of our development where you have the opportunity to actively contribute to the commercial and operational success of the business. With this exciting role you will also benefit from:

- Free or subsidised meals on duty
- Discounts in our retail & catering outlets
- Free & discounted admission tickets
- Twice yearly staff social events
- Working in a family run business, where work-life balance is understood and supported.
- Training and development opportunities

Apply Now: If you are a proactive, detail-oriented, and enthusiastic individual with a creative eye and a passion for nature, we want to hear from you! To apply, please send your CV and a cover letter outlining your experience and suitability for the role to marketing@hogshawfarm.co.uk

Full job description available upon request.