

Job description

Job title	Digital Marketing and Social Media Manager
Salary	
Department	Marketing
Reporting to	General Manager

Purpose and Objective of the role.

The Marketing & Digital Manager is responsible for increasing awareness, engagement, and visitor attendance at Hogshaw Farm & Wildlife Park through effective marketing and digital communication.

The role leads the park's social media, SEO, website content, and marketing campaigns, ensuring activity supports commercial priorities including events, experiences, and seasonal promotions.

Key Duties and Responsibilities

Social Media Strategy, Delivery & Measurement

- Manage and develop the park's social media channels as a key marketing and audience engagement tool.
- Plan and deliver social media content supporting events, experiences, and seasonal campaigns.
- Establish baseline social media metrics and define key performance indicators.
- Monitor, analyse, and report on social media performance.
- Use insight to refine activity and increase engagement and visitor attendance.
- Ensure all content reflects the park's brand, values, and visitor experience.

Digital Marketing & Campaigns

- Plan and deliver marketing campaigns to promote events, experiences, and seasonal attractions.
- Coordinate digital marketing activity across social media, website, and other online platforms.
- Support ticket sales and attendance targets through targeted marketing activity.

SEO & Digital Visibility

- Manage SEO performance to improve online search rankings and website visibility.
- Work with internal or external support where necessary to implement SEO improvements.
- Monitor website traffic and search performance metrics.
- Ensure website content supports key products, events, and seasonal priorities.

Website Content & Conversion

- Maintain and update website content to ensure clear communication of events, experiences, and visitor information.
- Work to improve website usability and conversion to ticket purchases.

Graphic Design & Visual Content

- Design on-site signage and visual materials supporting events, promotions, and visitor communication.
- Produce digital graphics for social media and marketing campaigns.

Collaboration

- Work closely with the Commercial & Events Manager to ensure marketing supports commercial priorities.
- Align marketing campaigns with the seasonal event calendar and visitor demand.

The Employee shall perform such duties as may be reasonably required by the Employer from time to time.

All members of staff are expected to be flexible with their working hours, adaptable and organised, with good attention to detail. They will be working as part of a team and working alone, so will often have to use their own initiative. As we are open to the public, staff need to be presentable, friendly, and personable with good communication skills.