



## **MARKETING AND HERITAGE MANAGER**

FULL or PART-TIME CONSIDERED

COMPETITIVE SALARY DEPENDENT ON EXPERIENCE

The Marketing and Heritage Manager is responsible for proactively leading the marketing function at Jordans Mill, focusing on re-establishing this iconic heritage site. The role works in conjunction with the General Manager (and their team comprising the Head Gardener, Head Chef and Front of House Manager) and the Directors and family members as well as any external Marketing & PR experts to develop the marketing and brand strategy.

The Marketing and Heritage Manager is accountable for the delivery of a site wide marketing plan, which will re-imagine and refresh the existing historic mill and gardens and well as ensuring effective profiling of food, beverage and retail offerings aligned to the heritage brand, as well as ensuring the delivery of exceptional activities and events for adults and children.

This role will also lead on the marketing and selling of meeting room and function space to corporate and private clients.

### **ABOUT YOU**

We are looking for a candidate of graduate capability – ideally qualified in marketing, communications and /or a museum or heritage-based subject

You will be experienced in working in a senior management team with confidence in decision making, contributing fully as a member of our small team. You will have previous experience of working in a Marketing/PR/Business Development role within a visitor attraction, museum or tourist environment as well as project management experience.

Alongside that you will have a broad base of marketing skills, from experience in digital media marketing, confident in the use of a wide range of social media and experienced in the adaptation of photographs for use in advertising and social media campaigns.

You'll have excellent organisational and administrative skills, with a keen eye for detail, be naturally communicative with the ability to create warm and welcoming environments. Strong written and visual presentation skills, and the ability to prioritise workloads and keep calm in busy situations.

Our unique site and food heritage requires that you are actively interested in Heritage, Food Heritage and Conservation and willing to actively engage and converse with visitors about our site, its history and its activities.

### **ABOUT US**

Jordan's Mill sits on the outskirts of Biggleswade, just a stone's throw from the A1 in Bedfordshire on a mill site mentioned in the Domesday Book of 1086. The Jordan Family bought Holme Mills in 1893 and it became one of the leading Bedfordshire Flour Mills of its time.

Since then, six generations of the Jordan family have been involved in milling and the business is currently owned by Bill (William Jordan 6th) and his brother David.

Our vision for the site is to celebrate the traditions of a Mill that has been run by the Jordans family for over 160 years, whilst providing a beautiful setting offering an excellent customer service and eating experience.

## **HOW TO APPLY**

Apply via Indeed or directly, visiting our website at [www.jordansmill.com/vacancies](http://www.jordansmill.com/vacancies) for a full job description

If you wish to discuss the role more fully before making a formal application, please email [hr@jordansmill.com](mailto:hr@jordansmill.com)

Please send your full CV and an indication of your current / desired remuneration as well as an indication of your preference for full or part-time work.

Whilst elements of this role may be performed remotely from time to time, this role is a site-based.

## **INTERVIEW AND SELECTION PROCESS**

First interviews will take place via Teams/Zoom with our HR Manager, with final interviews on site with opportunity to meet the Directors and Management Team.