



SUDELEY CASTLE & GARDENS

Marketing & Communications Manager

Reporting to:	CEO
Managing:	External: PR & Marketing Agency
Working with:	Heads of Department Other staff & volunteers Contractors

Sudeley Castle & Gardens

Sudeley Castle is the home of Elizabeth, Lady Ashcombe, and the Dent-Brocklehurst family. With a royal history spanning over 1,000 years, the castle has passed in and out of royal ownership and is the only private castle in England to have a queen — Katherine Parr, Henry VIII's sixth and final wife — buried within its grounds. Katherine lived and died at Sudeley and her tomb rests in the beautiful 15th-century church nestled within the gardens. The castle and gardens are currently open to the public from March through November.

Role Purpose

To promote Sudeley and its fascinating story to a variety of audiences in order to drive business growth. Leading on the strategic direction, planning and hands-on delivery of marketing & communications, the postholder will support the improvement of the visitor experience and expand revenues for events and other income streams.

Key responsibilities

- Lead on the development and delivery of a Marketing & PR strategy focused on driving admissions income as a central priority within Sudeley's multi-faceted commercial model.

- Deliver high quality and responsive day-to-day marketing activities, including website, onsite marketing, collateral, e-marketing and social media activity.
- Manage the annual PR schedule aligned with key seasonal and strategic moments, coordinating proactive and reactive press activity and collaborating with a PR agency.
- Manage an external PR & Marketing agency, ensuring agreed deliverables are on track against calendar and budget.
- Develop and manage a strategic media plan and advertising schedule.
- Lead on the management and development of the website, including all content and updates ensuring it remains current, engaging and aligned with brand objectives.
- Maintain and strengthen established partnerships with strategic media and influential tourism contacts, while identifying opportunities to deepen engagement and expand reach within the sector.
- Oversee and manage all online reviews, complaints and comments to uphold the organisation's reputation.
- Maintain and expand Sudeley's organised photographic library, including scheduling and coordinating photo shoots as required.
- Act as brand guardian, developing and implementing brand and ensuring consistent implementation.
- Lead on market research as required and optimise the use of data in line with GDPR.
- Manage the marketing budget.
- Identify and attend relevant industry conferences & trade shows and participate in and organise promotional and familiarisation trips with targeted audiences.
- Track, analyse, and report on marketing and communications performance against KPIs to inform strategic decisions and optimise future activity.
- Undertake any other reasonable task commensurate with the scope of the role.

- Take reasonable care for the health and safety of themselves and others who may be affected by their acts or omissions at work.
- In addition all employees are expected to work within the terms of their contract of employment.

Person Specification

	Essential	Desirable
Qualifications and Experience		
Professional marketing qualification, full member of Chartered Institute of Marketing or 3+ years working at a senior level in marketing & communications	X	
Experience of managing marketing and communications at a senior level within a visitor attraction context		X
Experience of digital marketing including SEO, SEM, social media, email marketing, use of analytic tools and content strategy	X	
Experience of working in partnership e.g. with external agencies, media partners & influencers	X	
Experience of brand management	X	
Experience of budget management	X	
Experience of website CMS management and development	X	
Demonstrated experience in developing and managing strategic media plans, including budget oversight, media buying and campaign scheduling	X	
Experienced in delivering professional and empathetic customer service through timely, brand-aligned responses, comments and complaints		X

Knowledge & skills		
Excellent IT skills, including MS Office package	X	
Confident user of Canva	X	
Good understanding and knowledge of target audiences	X	
Strong copywriting and content creation skills	X	
First Aid qualification		X
Personal qualities		
Well-organised and efficient with good time management	X	
Comfortable multi-tasking, dealing with competing priorities	X	
A creative, adaptable and entrepreneurial thinker	X	
A natural communicator, relation-builder and confident negotiator	X	
Dependable and professional	X	
Effective working as part of a team under pressure	X	
Approachable with a can-do attitude	X	
Able to work effectively unsupervised	X	
Good attention to detail	X	
An eye for good design	X	
Resilient	X	
Proactive and comfortable taking the initiative	X	

Place of work

Sudeley Castle Estate

Remuneration

£40,000 per annum

Hours of work

40 hours per week, including occasional evenings and weekends as the role requires.

Holiday

28 days' paid holiday per annum pro rata including bank holidays

References

Two professional references will be required, including one from a current or most recent employer.

Notice period

Three months

Correct at 13 November 2025

Sudeley Castle is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. Please note: you must have the right to live and work in the United Kingdom to be employed in this role. Your eligibility will be checked during the recruitment process.