



**Post:** Strategic Marketing Analyst

**Site:** The Bath & West Showground, Shepton Mallet, BA4 6QN

**Reports to:** Head of Commercial Sales

**Line Management:** N/A

**Responsible for:** Analysing data on all marketing activity of the Royal Bath & West Society, the Bath & West Showground and its Shows, reporting on this information and using it to form strategies for the future of the business. Supporting the Marketing Coordinator on the delivery of all marketing.

### **THE BUSINESS**

The Royal Bath & West of England Society is a charity that was set up in 1777 to promote and encourage Agriculture, Manufacture, Arts and Rural Crafts through an innovative approach to education and knowledge transfer. The business of the Society has evolved into three parts: -

1. Hosting financially viable agricultural and rural shows through Bath & West Shows Ltd.
2. Gaining best commercial value from our showground through Bath & West Enterprises Ltd.
3. Delivering our charitable objectives.

The Society is best known for hosting the annual Royal Bath & West Show on its own Showground at Shepton Mallet. At present it also organises The Dairy Show - the country's largest such event, and The Food and Drink Festival. The Showground hosts a wide variety of other events organised by third party event organisers which, together with catering concessions, is worth circa £1m per year of additional revenue, and is continuously growing.

### **PURPOSE OF THE POST**

The primary purpose of this role is to pull data and analyse reports in order to formulate comprehensive marketing strategies for all aspects of the business. This role will also support the Marketing Coordinator in the day to day running of the marketing activities.

## **CORE DUTIES AND RESPONSIBILITIES**

- Analyse ticket sales for all Society ran events, including The Royal Bath & West Show, Dairy Show and Food and Drink Festival, reporting on findings.
- Create comprehensive marketing strategies for all elements of the business, using proven data and report findings.
- Review previous marketing activities, monitoring successes and areas for improvement.
- Evaluate traffic on all digital platforms, including website and social media platforms
- Creating and then reporting on the results of Google Ads.
- Using Google Analytics to measure ROI, track date and create insights.
- Work with the Marketing Coordinator to review Membership data and in turn, what activity should be produced.
- Oversee marketing budget and support Marketing Coordinator, Head of Commercial Sales and Head of Shows with suggested output areas to utilise remaining budget.
- Assist Marketing Coordinator with delivering marketing activity.

These are the key responsibilities, but it should also be recognised that with a small but dynamic team there will be a need to have a “roll up sleeves and get things done” attitude.

## **PERSONAL QUALITIES AND BEHAVIOUR:**

### **Essential:**

- Excellent organisational skills
- Strong communication skills, both written and verbal
- Good interpersonal skills
- Problem solver
- Logical
- Strategic thinker
- Strong understanding and interest in data
- Highly proficient with Google Analytics
- Strong experience creating Google Ads
- Confident with social media
- Thrive under pressure
- Ability to take initiative
- Creative
- Previous marketing experience
- Can do attitude
- Pragmatic

- Experience writing reports

**Desirable:**

- Experience using InDesign
- Understanding of the event industry
- Understanding of agricultural shows
- Experience with Access Database
- Experience writing blogs

**WORKING ARRANGEMENTS:**

Days of Work: There is basic working week of 36.25 Hours across 5 days per week to support The Showground's core activities. The basic daily attendance hours are between 09:00 to 17:00 hours Monday to Friday, with 45 minutes for lunch.

There may be times when extra hours are required. Time off in LIEU will be given as agreed with your Line Manager.

**BENEFITS:**

- 25 days paid holiday per year, plus Bank Holidays
- Staff members have the opportunity to "buy" an additional 2 weeks holiday per year (after 3 months service)
- The Society runs a staff pension scheme and healthcare scheme (after 3 months service)
- Staff members have the opportunity to take "Volunteering Days"
- The Society offers car travel expenses at 45p per mile for authorised activities
- Complimentary tickets to the Royal Bath & West Show
- Discounted / Complimentary tickets to other events on the Showground
- Free onsite parking
- Free tea & coffee
- Company clothing (jacket or gilet)

**LOCATION:**

The post-holder should ideally live within reasonable travelling distance of The Showground, BA4 6QN.

**CLOSING DATE & INTERVIEWS:**

Close date for applications is 9<sup>th</sup> February 2024. Interviews will take place week commencing 19<sup>th</sup> February 2024.

To apply, E-mail your cv, cover letter and any supporting documents to Rachel Freestone, rachel.freestone@bathandwest.co.uk

**Please Note** *All details are provided for guidance only, and do not necessarily limit the responsibilities and accountabilities of the job. Full details of employment terms are provided within offers of employment, the Staff Handbook, and appropriate policies within the Royal Bath and West England Society. Some benefits indicated may only be available after a qualifying period. This document does not constitute an offer of employment. Offers are only valid when provided in writing.*

