



Digital Marketing Executive - Petworth, West Sussex Job Role & Responsibilities

Roebuck Estates is a premium producer of exceptional sparkling wines, and we are seeking a Digital Marketing Executive to join our marketing team to develop, manage and implement the digital marketing strategy. You will be working closely with our Marketing and Communications Manager and our management team to bring the Roebuck Estates brand to life and deliver on our marketing strategy.

JOB DESCRIPTION

- Develop, manage and implement the digital marketing strategy.
- Responsible for all digital marketing activity including social media, website, email marketing, advertising, SEO and Google Analytics to create maximise exposure for the brand and drive sales through the website.
- Develop and publish engaging online content – website, social media channels and email marketing campaigns, in line with our brand positioning and guidelines.
- Increase social media engagement across all platforms and manage customer interactions.
- Responsible for keeping the digital marketing content calendar up to date and scheduling regular content in a timely manner.
- Deliver targeted email marketing campaigns.
- Manage an annual programme of digital advertising campaigns.
- Create performance reports and track digital marketing activity against agreed KPIs.
- Regular reporting of data and results for all digital marketing activity.
- Production of marketing and promotional materials where required.
- Monitoring and analysing trends and competitor performance.
- Collaborate with trade partners and influencers to improve brand awareness and reach.
- Working closely with external agencies to help drive the digital marketing strategy.
- Manage the digital marketing budget to ensure it is used effectively and not exceeded.

The role will be based within reasonable proximity of Petworth, West Sussex and, during busy periods, will require a flexible approach to working hours. This is a full-time role and reports into the Marketing and Communications Manager.

Essential Requirements:

- Minimum of 3 years digital marketing experience working in a similar role
- Proven expertise in rapidly growing a social media following

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- Strong copywriting and photography skills
- Creative flair
- Motivated to deliver results, with a strong analytical ability
- Excellent interpersonal skills
- A team player
- Self-motivated and able to work within a team effectively and independently
- Highly organised with strong attention to detail
- Wine knowledge an advantage or willing to learn.
- Competent using design suites such as InDesign, Adobe, Illustrator or Photoshop.
- Proficient in MS packages - confident with Outlook, Word, Excel, PowerPoint.
- Full drivers' license (due to rural location)
- Full right to work in the UK

Desirable:

- WSET Level 3 or above
- Videography skills

Compensation & Benefits:

- Salary range offered between £28,000 - £33,000 p/a. depending on experience
- Generous holiday allowance
- Company Pension scheme
- Company Healthcare scheme
- Discretionary bonus scheme
- Preferential staff and friends & family discounts

If you are passionate about wine, have a strong work ethic and want to immerse yourself in a dynamic and rapidly growing business, then we look forward to hearing from you and hopefully welcoming you into our growing team. Depending on the number of applicants, we reserve the right to interview from a shortlist.

ABOUT ROEBUCK ESTATES

Located near Petworth in West Sussex, Roebuck Estates was founded by Michael Smith and John Ball, whose belief in the potential of the English wine industry sparked several years spent searching for and acquiring the perfect vineyard sites. Today, the Company owns and manages multiple vineyards throughout Sussex and produces award-winning English sparkling wines which are sold in the UK and distributed globally. Roebuck Estates maintains its focus on crafting traditional method sparkling wines from the classic Champenoise varieties: Chardonnay, Pinot Noir and Pinot Meunier.

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