

RECRUITMENT PACK

HEAD OF MARKETING & SALES



April 2024



INTRODUCTION

Thank you for your interest in this role and working at The Knowsley Estate, we hope that this recruitment pack provides you with the information that you need to pursue your application. Please ensure that you read all parts of this document in order to complete your application as requested and tailored to the role and person specification.

This pack contains the following:

- About the Knowsley Estate
- About Knowsley Safari
- Benefits of Working at The Knowsley Estate
- Key Information about our recruitment process
- The Role
- The Person
- How to Apply



ABOUT THE KNOWSLEY ESTATE

Owned by The Earl and Countess of Derby, The Knowsley Estate is comprised of two operating entities. Firstly, Stanley Enterprise, the leisure arm of the business, focussing on outstanding quality of customer service and guest experience and home to two great Merseyside icons – Knowsley Hall (lovingly restored from Police offices over the last 25 years by The Earl and Countess of Derby) and Knowsley Safari (Founded in 1971 by 18th Earl, uncle of the current owner). The gardens created from scratch by Lady Derby and the Knowsley Parks & Gardens team. Stanley Enterprise is a legal partnership between Lord Derby & their older son Edward Stanley. Secondly, The Stanley Estate and Stud Company which operates the landed side of the business including farmland, residential properties and Stanley Grange Business Village. Further afield in Newmarket near Cambridge, is Stanley House Stud and which is where the family's 'Mare in a Million' Oujia Board lived.

The walled Park covers over 2500 acres and has been in the continual ownership of the Stanley Family since 1385 and from that time the history of the family has been closely intertwined with the history of the country. If you delve into the family's history, you'll discover that Lord Stanley was created the 1st Earl on the battlefield of Bosworth by Henry VII, the 14th Earl was Prime Minister three times, the 15th Earl was Foreign Secretary and the 17th Earl was Secretary of State for War during the First World War the ambassador to Paris. William Shakespeare and Edward Lear both worked and wrote at Knowsley.

The beautiful park was landscaped with the advice of Lancelot 'Capability' Brown in the 1770's. The park was extended in the nineteenth century and is enclosed by a stone wall 9 ½ miles long. At times in its long history, the park has contained a racecourse and (reputedly) a gold-mine.

At The Knowsley Estate, we know that ultimately, it is our staff's commitment and hard work that will drive us forward. It is our vision to value and invest in our people to inspire them to channel their pride and passion in their work towards our goals. We are committed to the personal development of our staff where aspirations can be met and opportunities are available.



KNOWSLEY

ABOUT KNOWSLEY SAFARI

Knowsley Safari is situated within the grounds of the Knowsley Estate. Animals and discovery have always been at the heart of the Estate – even before the safari park was ever created. Edward Smith Stanley, the 13th Earl of Derby, founding member of the Zoological Society of London and president for 20 years, built up a huge collection of birds, mammals and fish from around the world, many of which had never been seen in Britain before. At the time, Lord Derby's private zoo became the largest and most important of its type in Britain and when he died, his menagerie was as big as 28 bird species and 94 animal species – and an impressive 756 animals bred at Knowsley.

In October 1970, nearly 120 years later, the 18th Earl of Derby got permission to build a 346-acre wildlife and game reserve on part of the Estate. The first in the North of England and the first in a big city. Knowsley Safari Park opened in 1971 and quickly became one of the North West's leading attractions, with new exhibits and the extension of the safari drive to 5 miles in 1973.

In 1994, the 19th Earl of Derby took over and increased the visitor numbers and stepped-up participation in worldwide endangered species breeding programmes. Over the past few years, discussions have been underway to change the safari park as we know it now within the 'Master Plan'. This includes ideas around new animal habitats, a visitor hub, better facilities for guests in the winter months, with attractions and adventure which enable us to be open more days throughout the year. Our Tiger Trail opened in June 2018 and is a great example of the type and quality of exhibit that you can expect to see in Knowsley's future.

We attract over 600,000 guests every year and were awarded the *Large Visitor Attraction of the Year in the Liverpool City Region Tourism Awards 2020*. We do amazing work to inspire and connect our communities with the natural world for the benefit of future generations through our enthusiastic and expert people. Our aim is to be an exemplar in the zoological industry and to other large visitor attractions, we want to be the best!

We are a member of the British and Irish Association of Zoos and Aquariums (BIAZA) and the European Association of Zoos and Aquaria (EAZA).



KEY INFORMATION

BENEFITS OF WORKING AT KNOWSLEY

- 33 days' annual leave, inclusive of bank holidays (increasing with service)
- Access to a generous pension scheme
- Complimentary tickets to Knowsley Safari
- Free entry to affiliated zoo's and collections through BIAZA
- Discounts on a range of products and services offered by the Estate
- Investment from us into you and your role
- Estate Summer BBQ and Christmas Tea Party staff events
- Health Shield Healthcare including health cash plan to cover costs such as dental and optical
- Employee Assistance Programme, a 24/7 counselling and support helpline to discuss any worries or issues anonymously
- PERKS online discount scheme
- Thrive wellbeing app full of tips and techniques to help you monitor and improve your health
- Cycle to Work scheme
- Free Uniform
- Free car parking
- Celebration of Service awards

Shortlisting

Candidates should ensure before they send in their application, that they have read through The Role and The Person thoroughly and that they meet the criteria outlined for this role as a minimum.

Due to the high volume of application we receive, we regret that we are only be able to contact those applicants who have been shortlisted to interview. If you have not heard from us within one month of the closing date, please note that we have decided not to take your application any further at this time.

Right to Work Documentation

We ask all candidates to bring with them documentation to prove that they have the right to work in the UK, this is normally your passport, or birth certificate and proof of national insurance but you will be advised of other documentation if the above do not apply.



THE ROLE

J O B T I T L E	Head of Marketing & Sales
C O N T R A C T T Y P E	Permanent
W O R K I N G H O U R S	<p>Your normal working hours are to be worked 5 out of 7 days, averaging 40 hours per week as well as any other hours that are reasonably required for the fulfilment of your duties.</p> <p>You may be expected to work bank holidays and weekends in line with the needs of the business.</p> <p>Your normal place of work will be Knowsley Safari, but from time to time you might be required to work from a different location. You are allowed to work from home one day per week, providing this fits with the needs of the business.</p>
R E P O R T T O	Knowsley Safari General Manager
S A L A R Y	£50,000 - £60,000 depending on experience

The following job description has been designed to give a clear definition of the role, but it is hoped that the employee will seek to develop the role to the best of their ability and that the role can be developed to make full use of their potential.

Purpose of the Role

The Head of Marketing & Sales is responsible for creating, developing, and implementing a marketing and sales strategy for the Safari Park designed to achieve the targeted number of visitors and income levels. The postholder will also be responsible for dealing with branding, membership, and research amongst other things.

Main Duties and Responsibilities

Marketing:

- Work closely with the GM and CEO to create, develop and implement a marketing strategy that supports the Safari Park's vision and drives budgeted visitor numbers.
- Work with the marketing team and external agencies to translate the strategy into marketing plans and campaigns increasing all-year round visitor numbers at the right price points.



Main Duties and Responsibilities Continued

- Work with the marketing team and external agencies across all channels, both above the line and below the line, ensuring the right communications mix to achieve optimum ROI.
- Develop and grow new audiences and groups.
- Evaluate and monitor all marketing campaigns and sales strategies.
- Oversee a regular competitor analysis and market trend research programme.
- Take overall responsibility for the development, maintenance, quality and accuracy of the Safari Park digital channels and 3rd party website listings.
- Development and management of the CRM strategy, including segmentation, adherence to GDPR guidelines and plans to grow the database.

Sales

- Work closely with the GM and CEO to create, develop, and implement a sales strategy focussing on opportunities to grow membership, maximising secondary spend and growing income from added-value experiences.
- Develop a flexible and/or dynamic pricing strategy that maximises revenue whilst maintaining a good 'value-for-money' proposition.
- Work with other Senior Managers at the Safari Park to explore and maximise any sales opportunities and drive revenue growth.
- Work with other businesses to explore opportunities for increased sales, partnerships and sponsoring.
- Work with the GM and Marketing Manager of Knowsley Hall to share best practice and explore opportunities for working together.

Brand

- Develop the Safari Park brand ensuring it aligns with the Safari Park vision and brand proposition.
- Ensure that the Safari Park brand guidelines are adhered to by colleagues and by external partners and agencies.
- Lead on the creation and maintenance of an employee brand for Stanley Estates.
- Development & delivery of a proactive PR programme that is focussed on enhancing the reputation and brand awareness of Knowsley Safari and growing new audiences.
- Lead on all aspects of crisis and issue management communications ensuring that the Safari brand and reputation is protected at all times.

Management

- Lead and develop the marketing & sales team at Knowsley Safari and ensure the right resources are in place to meet the strategic objectives.
- Develop & manage relationships with external marketing agencies ensuring best value. This include managing some relationships on behalf of Knowsley Hall.

Main Duties and Responsibilities Continued

- Work as part of the Safari's management team to help improve the wider Safari experience and financial performance.
- Develop & manage the Safari Park's marketing budget ensuring best value for money at all times.
- Attend Stanley Estates monthly management meeting and weekly briefings as required.

Other

- Develop relationships and represent the Safari Park with external stakeholders including the LVEP, press, local authorities and other local relevant groups and businesses.
- Develop & manage a robust research programme including both customer and non-customer research ensuring a good mix of qualitative and quantitative insights. Circulate relevant reports to Senior Managers at the Safari Park so that the visitor experience can be further improved.
- Work with the Visitor Services team to ensure that any complaints or post visit feedback is responded to 'on brand' and in a timely manner.
- Take responsibility for working with the Head of LDRC and Animal Managers to develop high quality interpretation that meets agreed learning objectives.
- Take responsibility for developing and maintaining a high-quality signage strategy across the park.
- Develop an internal communications service to deliver Stanley Enterprise messages, providing colleagues with access to information about activities across the business. This will include but is not limited to the development and maintenance of the Intranet.
- Work with Human Resources to develop and maintain the employer brand and associated documentation.
- Any other duties as reasonably requested.

This job description has been designed to give a clear definition of the role, but it is hoped that the employee will seek to develop the role to the best of his/her ability and that the role can and will be developed to make full use of his/her potential.

THE PERSON

The successful candidate will have the following characteristics, skills, and qualifications:

Essential

- Degree or equivalent.
- Has been accountable for delivering the desired sales & marketing related outcomes of an organisation.
- Experience of developing integrated marketing and sales strategies that drive revenue.
- Experience of planning media strategies that include a range ATL media channels e.g TV, Radio & OOH.
- Extensive experience in a senior management role and ability to lead teams.
- A credible ambassador who can work across a whole range of internal and external stakeholders.
- A strong communicator with excellent written, verbal and presentation skills.
- Experience / understanding of developing CRM and cross sales strategies.
- Experience of developing research programmes that provide meaningful insights.
- Experience of developing and managing marketing budgets.
- A strong pro-active team player who is able to manage, drive and develop a highly motivated and effective team.

Desirable

- Previous experience of managing advertising, media and PR agencies.
- Experience of working within the Leisure, Attractions or Hospitality Sectors in the UK.
- An excellent negotiator with a high degree of commercial acumen.
- Evidence of creative and innovative ways of working.



HOW TO APPLY

Please send your completed application form along with your CV to recruitment@knowsley.com

At Knowsley Estate we support sustainable practices, to support us in this, we ask that all applications are completed electronically and sent in by email.

However, where email is unavailable, please post to:
Human Resources, Knowsley Safari, Prescott, Merseyside, L34 4AN.

Role Advertised	Friday 26 April 2024
Application Closing Date	Sunday 19 May 2024
Interview Date(s)	This will be a two-stage process, interviews will take place late May 2024

