

Job Description

Title	Marketing Assistant
Hours	37 hours per week
Salary	£26,500pa
Report to	Marketing & Communications Manager
Purpose of role	To support the Marketing & Communications Manager in planning, creating and delivering marketing communications across all channels to increase awareness, increase visitor numbers and to drive event ticket sales, taking a lead on content marketing creation.
About The Bishop's Palace	The site and buildings of The Bishop's Palace and Gardens is owned by the Church Commissioners and managed by The Palace Trust. As a charitable organisation our mission is to protect The Bishop's Palace by ensuring financial stability through engaging a wide range of people for their enjoyment and learning. The eight-hundred-year-old Palace sits among fourteen acres of stunning RHS partner gardens that draw 140,000 visitors per annum. The Palace is over 800 years' old and is Listed Grade I for its historic, cultural and architectural significance. There is huge potential to build on the success of the Gardens' visitor experience by bringing the built heritage much more into the consciousness of our visitors.
The Role – Key tasks	Overall To work with the Marketing and Communications Manager to plan relevant marketing campaigns covering on and offline channels from initial concept to delivery. Identifying messages, channels and content that resonate with our existing and desired audiences, supporting the business objectives, driving growth in footfall, ticket sales, wedding bookings, reach, engagement and conversion. Digital Marketing • To create, manage and develop ○ The content and creative assets for the Palace's social media platforms and campaigns including monthly reporting and analysis ○ Website content including design, optimisation/SEO, reporting and analytics ○ Email marketing campaigns including content co-ordination, set up, delivery and reporting • To continually optimise the Palace's Google Business Profile with content including event details, images and links to ticket sales, ensuring the Palace as a tourist destination and events show up in "near me" searches.

	• To monitor and respond to audience questions and reviews on third part digital platforms (e.g. social media/Google My Business/TripAdvisor etc) • To distribute content to third parties including event listings partners, travel partners (e.g. Visit Somerset) and other opportunities as they arise • To ensure content supports and communicates the overall purpose, vision and values of The Bishop's Palace Offline Marketing: • To support the development and distribution of multiple print assets for on- and off-site use • To install on and off-site materials as required • To support where necessary PR visits and communications Ad hoc tasks • Be flexible and responsive to the needs of both the marketing team and the wider Trust team, supporting ad hoc tasks as necessary.
What you can expect from The Palace Trust	• 25 days annual leave per year (pro rata) increasing with length of service up to max 30 days. • Training, development and mentoring • Opportunity to join The Palace Trust's pension scheme • Opportunity to support your local community through volunteer days • Access to the organisational Employee Assistance Programme • 50% staff discount in The Bishop's Table cafe • Birthday day off • Tickets for events, outdoor theatre, guest membership
Mission, Vision and Values	As a charitable organisation our aim is to protect The Bishop's Palace by ensuring financial stability through engaging a wide range of people for their enjoyment and learning. Our Vision To inspire and touch the lives of many by offering joy, healing, hope and wellbeing. Our Purpose To conserve and share the Palace and its story as a place of enjoyment and reflection for the benefit of all. What we value •Authenticity • Inclusivity • Hospitality • Spirituality • Generosity • Sustainability
Key internal contacts	• Marketing & Communications Manager • CEO • Community Engagement Manager • Visitor Team Manager • Event Manager

Person Specification

	Essential	Desirable
Knowledge and Experience	• Experience of creating visual and written content specifically photography and videography • Proven experience of managing social media accounts • Proven experience of using website content management systems (Wordpress would be an advantage) • Experience of using design packages such as Canva, to create content assets • Experience of email marketing platforms and processes • Experience in digital performance reporting	• Experience of working in an environment which is open to the public • Experience of working with designers, printers and web agencies • Experience of working with social media schedulers to plan, distribute and report on social media activity
Skills and abilities	• Excellent digital competence, with creativity and technical know-how • Confident using photography/videography in developing visual content • Excellent organisational skills with an ability to be agile and multi-task • Excellent oral and written communication skills • Basic coding ability would be an advantage • Working knowledge of, and interest in, AI tools would be an advantage • Ability to exercise initiative, manage conflicting priorities and deadlines • Ability to develop positive working relationships with individuals and organisations	
Personal Attributes	• Flexibility in relation to duties and working hours that will include evenings, weekends and bank holidays • Willingness and enthusiasm to support all members of the organisation and to be flexible in the tasks that are undertaken • Treats people with fairness, respect, and consideration without regard for their position, status, or background	

To Apply for this role: Please complete the **application form** and submit this along with the Equality & Diversity form to recruitment@bishopsalace.org.uk

Closing date for applications: **Midday on Tuesday 1 September 2026**. Interviews will be held on Wednesday 9 & Thursday 10 September 2026. Anticipated start date: mid- October.

We reserve the right to close this vacancy early if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.

