

Head of Marketing

Marwell Wildlife is dedicated to the conservation of biodiversity and other natural resources. It funds the delivery of its charitable outputs predominantly through the operation of Marwell Zoo, a successful and much-loved visitor attraction in the heart of the South Downs National Park. We employ over 250 staff and welcome over 500,000 visitors annually to our 140-acre park which includes a Grade 1 listed Elizabethan country house.

Marwell is at a pivotal moment in its history as it begins delivery of its ten-year strategy which includes sustainable and profitable revenue growth from income diversification. To help us achieve this, we have an exciting new opportunity for this Head of Marketing role to join our team.

We are looking to recruit a Head of Marketing to join our journey towards Marwell Wildlife 2035 and beyond. We will be recruiting based on experience, skills and organisational fit. Experience in visitor attractions, hospitality or retail is preferred and a deep, specialist understanding of PR, BTL Marketing, Events Project Management/Marketing, and Creative Management is essential, as is a passion and ability for Team management.

Full details of this role can be found in the role profile below.

If you would like to join our unique and vibrant organisation to become a part of the Marwell Family, please send a completed Marwell application form and CV to jobs@marwell.org.uk

Salary: £50,000 - £55,000 (depending on experience)

Closing Date: 03 May 2026

First Stage Interview Dates: 07, 08, & 12 May 2026

Proposed Second Stage Interview Date: 20 & 22 May 2026

Disclaimer: we reserve the right to close a vacancy earlier than the advertised date if we receive applications that meet the selection criteria. Once a vacancy has closed, we are unable to consider further applications, so please apply early to avoid disappointment

Head of Marketing

Job Title:	Head of Marketing
Salary:	£50,000 - £55,000 (depending on experience)
Benefits:	Pension at 5%, 33 days annual leave including Bank Holidays
Hours:	35 hours a week including bank holidays and weekends as required
Location:	Marwell Wildlife
Reports to:	Director of Marketing and Sales
Management:	Line management of Marketing and Creative team

The Head of Marketing is a key role, with the need to be both strategic and hands-on in the detail, developing and leading the marketing team to deliver a well-planned, relevant and compelling marketing plan throughout the year.

Building and maintaining strong relationships across the organisation is key to this role, as is communicating with clarity and passion in order to drive not only day visitor and member visits to the zoo, but also to ensure Marwell Wildlife's mission, high animal welfare and conservation messaging is delivered seamlessly throughout everything we do.

Key Responsibilities:

Planning and Team management

- Working with the Director of Marketing and Sales to translate the marketing strategy into a clear annual marketing plan and lead its delivery
- Manage the day-to-day activity including team deployment and effectiveness, budgets and agencies
- Lead, coach and develop the marketing and creative team

Events and Campaigns

- Overall responsibility for marketing park and fundraising events, wider campaigns and experiences (including animal experiences), ensuring all activity is insight-led and focused on driving visitor numbers, membership growth, commercial income and positive PR. Working closely with events, fundraising and other internal teams to capture guest insight, develop clear marketing briefs and project manage the process to ensure the marketing and creative teams deliver campaigns that achieve agreed objectives

Park Communications – internal and external

- Overall responsibility for the delivery of design services and content production across the organisation
- Ensure organisation-wide compliance with our branding guidelines and consistency of approach across all applications and media, both digital and physical
- Ensure internal teams are involved, informed and worked closely with to communicate key messages and activity and positively build relationships

ATL media

- Working with the Director of Marketing and Sales to deliver ATL (above the line/brand awareness) campaigns including outdoor media, TV and radio

BTL media

- Overall responsibility for BTL (below the line/activation) campaigns including press ads and editorial, leaflets, door drops, direct mail and partnerships

Public Relations (PR)

- Overall responsibility for strategy, production and delivery of PR communications
- Managing and working closely with external PR agency
- Responsibility for guiding our overall approach, language and voice for PR
- Working with the Director of Marketing and Sales to manage crisis and emergency communications, including strategy and providing real-time guidance and support to the Board and Executive team as required
- Working closely with all departments in the organisation, especially animal and conservation teams to ensure messaging is on brand and accurate
- Co-ordinating with our Conservation and Social Impact teams to support the communication of our charitable outputs to audiences in the UK and internationally

Creative Studio Management

- Working closely with the in-house creative design team to ensure systems and processes are in place, briefs are created, priorities are clear and creative is delivered to a high quality to meet the brief requirements

With the wider marketing and sales team:

- *Overseeing digital marketing delivery by the team, ensuring digital KPIs are met, including:*
 - Organic and paid social media
 - Online advertising
 - Website and guest app content and functionality
 - Booking system
 - CRM and Email
 - Media production, including a dynamic image library and high-quality video and audio recording and post-production
 - Guest feedback
- *Working with the Head of Sales to develop the offer, communications and collateral, ensuring sales KPIs are met, including:*
 - B2B events and opportunities
 - B2C events and opportunities, including weddings
- *Ad hoc requests and team management*
 - From both internal and external contacts, ensuring team deployment and effectiveness is managed

General

- Support the Director of Marketing and Sales in the delivery of departmental objectives and future planning
- Ensure the Director of Marketing and Sales is appropriately updated, briefed and consulted
- Reporting as required, verbally and in writing on departmental activities and results
- Build and maintain constructive, functional and engaged relationships with Heads of Department and wider teams
- Be an active member of the Senior Managers & Heads of Dept group
- Planning, creation and management of the Marketing budget, meeting all organisational requirements compliance standards
- Delivery of staff welfare, discipline or grievance in conjunction with HR

- Vibrant leadership of staff, casuals and volunteers, leading by example in all areas and situations

Candidate Profile

Essential Experience & Skills

- A graduate degree in a relevant subject, professional qualification, membership of a professional Association/Institute or equivalent career experience and evidence of key skills at the appropriate level
- Senior management experience, in marketing, ideally in an attractions or related environment including hospitality, conservation organisations, charities or leisure sectors
- Proven track record of driving marketing excellence, brand growth, audience engagement and sales performance
- Experience and passion for leading teams and motivating a high-performance culture whilst nurturing and inspiring professional development
- Financial acumen with the ability to analyse performance, forecast, and make data-driven decision
- Clear and open communicator
- Experience of
 - PR campaign management and comms
 - Copywriting and exemplary attention to detail
 - Campaign project management
 - Managing an in-house creative department or creative agency partners
 - Dealing with ad hoc enquiries and guest feedback
 - Managing high-value budgets and financial reports

Key Attributes

- Passionate about conservation and purpose-driven work
- Entrepreneurial, creative and commercially astute
- Strong communicator, storyteller and influencer
- People person adept at building meaningful relationships
- Strategic thinker who also executes with rigour and urgency
- Multi-tasker, keen to embrace a varied workload
- Comfortable working flexibly, including occasional weekends and bank holidays

Other

- The role is based at Marwell zoo and requires occasional physical exercise, walking around a large 140-acre site, sometimes in inclement weather conditions
- An understanding of the Marwell values and behaviours expected within this role
- An understanding of how this role supports the delivery of our charitable outputs