



www.buccleuch.com

Who We Are

Buccleuch is a diverse and innovative business with a passion for sustainable land use in rural Britain. People are at the heart of Buccleuch, in particular, colleagues, tenants, customers and visitors. Our commercial enterprises, including leisure & hospitality, agriculture, forestry, energy, rural estates and commercial property, provide approximately 500 jobs in local communities.

With a fascinating history and an exciting future, Buccleuch is a diverse enterprise focused on maintaining and enhancing its unique portfolio of heritage assets for future generations.

For more information about us, and what we do, visit our website:

www.buccleuch.com



The Role

ROLE TITLE	Marketing Director	CONTRACT	Permanent
LOCATION	Edinburgh, Dalkeith or South of Scotland (TBC)	HOURS	37.5 per week
START DATE	TBC	MANAGER	TBC

We are seeking a creative, strategic leader to direct marketing activities across a wide-ranging portfolio of assets and capabilities.

The Marketing Director will be responsible for: the appraisal of income generating opportunities across the organisation with a view to increasing revenue; the attraction and retention of customers to our visitor destinations; the development and implementation of comprehensive marketing strategies; and reputation management, including enhanced visibility for important stewardship or community related work.

This role requires an innovative, strategic thinker with strong commercial acumen and the ability to lead a multi-site team, articulating clear marketing objectives for a diverse range of businesses, projects and activities.



Role Specifics

Strategic planning

Develop and implement comprehensive marketing strategies across a diverse range of businesses, projects and scenarios to increase revenue; represent core activities effectively to our stakeholders for reputational enhancement; and identify and attract visitors and new customers.

Budget management

Work with each area of the business, develop and manage tailored budget plans and be able to present costed recommendations that demonstrate a measurable return on investment. Allocate resources effectively to support the achievement of strategic goals.

Team leadership

Oversee and lead a multi-site marketing team and effectively manage resources.

Stakeholder engagement

Build and nurture relationships with external partners, clients and stakeholders to amplify Buccleuch's impact and reputation. Foster internal collaboration across estates and businesses to ensure marketing initiatives are aligned with overall objectives and ambitions.

Brand positioning

Differentiate Buccleuch's brand, heritage, assets, activities and attractions and promote to target audiences. Lead in the creation of compelling campaigns and content that resonate with target audiences.

Market insight & data analysis

Utilise market research, customer insights and performance data to identify new opportunities for growth and differentiation. Monitor and evaluate the success of marketing activity taking into account visitor data, ticket sales, and campaign performance and use this to refine and optimise visitor engagement and customer retention strategies.



Salary and Benefits

- Competitive salary (dependent on skill and experience)
- Employer pension contribution of 8% (subject to you contributing 4%)
- 34 days of annual leave (inclusive of public and statutory holidays)
- Life assurance of 4 times salary
- Private health
- £10,971 car allowance (The successful applicant will need to be able to drive to our sites, occasionally overnight)
- Income protection

Holidays increase by one day for each five years' continuous employment (up to a maximum of 5 additional days).

We also offer the opportunity to join a holiday purchase scheme (after one year's employment), discounted gym membership and shopping vouchers, pension, cycle to work and car salary exchange schemes, and provide a range of benefits and resources to support colleague wellbeing at work, including a biennial health check once qualifying age and continuous service criteria are met.



The Person

Experience

A minimum of 3-6 years of senior-level marketing experience, ideally within the hospitality or tourism sector, with a proven track record of leading and developing high performance teams.

Strategic Thinking

Able to translate business goals and aspirations into effective marketing strategies.

Commercial Acumen

Can demonstrate the capability to creatively assess existing strategies and identify new income generation opportunities.

Digital Marketing

Strong knowledge of digital marketing principles and strategies.

Communication Skills

Possess exceptional communication and interpersonal skills, utilising these to lead and inspire teams and engage with cross-functional stakeholders.

Analytical Skills

Proficient in data analysis, translating insights into actionable marketing strategies.

Stakeholder Engagement

Promote activities and contributions to appropriate stakeholders to safeguard and enhance reputation and represent the organisation with authority, credibility and influence.

Educational Background

A degree or professional qualification in Marketing, Business, or a related field.



Working For Us

Managers are expected to:

- Support team members to perform well in their roles by providing coaching, training, guidance and feedback.
- Carry out meaningful one-to-one reviews with eligible direct reports on an annual basis.
- Communicate relevant information about business performance, future plans and key objectives.
- Ensure colleagues attend developmental and safety training, as required.
- Be approachable and foster positive relationships with team members.
- Be familiar with company policies, including those that relate to GDPR, and ensure their team complies with them.

We ask all our colleagues to:

- Be familiar with, and adhere to our company policies, guidance and practices.
- Co-operate with colleagues to ensure that Buccleuch is a safe place to work and visit, reporting any concerns to a relevant manager or a member of the safety team.
- Undertake other duties as may be required from time-to-time and are consistent with the overall responsibilities of the role.



Working For Us

- We treat each other with respect
- We do our best for customers
- We care about our community
- We actively manage our impact on the environment

If you join us, you can expect to be busy and challenged, but you'll never find it dull. Colleagues are encouraged to use their initiative and many have had the opportunity to develop their roles. We're particularly committed to safety and wellbeing and we think this is a great place to work.

"It is a fantastic company to work for, and people work as a team."

"There are good benefits, and it is a supportive working environment."

"The company really prioritises colleague wellbeing and safety."



COLLEAGUES
CUSTOMERS
COMMUNITIES
ENVIRONMENT



Applying for the Role

Eden Scott is exclusively managing this vacancy on behalf of Buccleuch. For more information, please contact Alasdair Murray on 07949304727 or via email at Alasdair.Murray@edenscott.com.

Buccleuch strives to be an inclusive employer, so if it would be helpful to offer any adjustments during the recruitment process, or provide information in a different format, please let us know, and we will do our best to accommodate.

The closing date for applications is Friday 31st October 2025. Interviews are expected to take place between 24 and 26 November 2025.

