



We are recruiting!

Customer Experience & Marketing Officer

Hours: Full time (Monday to Friday), Permanent – some weekend or evening work may be required

Salary: Based on experience

Why work for us?

Fielding Cottage Ltd is a forward thinking business based in Honingham, Norfolk. Our passion is sharing the very best our county has to provide, from the local produce sold in our farm shop & kitchen, The Goat Shed, the holiday accommodation we offer, or the artisan cheese we have been making by hand on our farm since 2009.

We pride ourselves on our team, strongly believing that the success of our business is founded within every single one of our team members, focusing on harnessing the natural talent of all our team to bring out the very best in everyone.

Due to the growth of the business we are now looking for somebody to help us deliver the very best customer experience and to bring a dedicated and professional marketing approach to all parts of the business.

A successful applicant will be able to demonstrate the following and more:

- Passionate about customer service
- Digital marketing experience
- Website maintenance experience (desirable)
- Exceptional communication skills
- Confident and creative
- High level of literacy and professionalism
- Strong and flexible team player
- Self-motivated and adaptable. Our business is constantly growing, and we want our team members to join us on the journey.
- Ability to work autonomously and to deadlines
- Attention to detail and good organisation skills
- A can do attitude and a willingness to roll up your sleeves and help across the business if needed
- An understanding of Data Protection requirements

Your role:

- You will be responsible for delivering a fantastic, consistent customer experience to our customers across our holiday cottage and shop & kitchen businesses as well as attracting new customers
- You will promote, administer and run the holiday cottage bookings, including liaising with cleaners, maintenance providers, and other suppliers to ensure our customers receive a first class experience from the point of enquiry to their departure day
- You will take responsibility for growing our skincare business as well as processing orders for this part of the business

- You will be responsible for the day to day administration of our social media accounts and online presence, including managing online feedback and reviews
 - You will use your creative skills and marketing experience to create new online and offline content and communications to promote the business and attract new customers
 - You will design and create a regular customer newsletter and other customer communications
 - You will develop, run and administer our customer loyalty scheme
 - Working with the relevant teams, you will create and run a programme of instore and dining promotions and events
 - You will analyse the performance of marketing campaigns, customer data and statistics to help inform future marketing plans
 - You will help to source new products and networks and liaise with suppliers to ensure brand cohesion
- Please note that while the majority of the role can be carried out during 'normal work hours', there will be times when you will need to work weekends and/or evenings, for example if you are hosting an event.

What we offer:

- Free parking
- Flexible hours and location of work (dependent on business need)
- 28 days holiday inclusive of bank holidays
- Staff discount in our Shop & Kitchen
- The opportunity to work for an exciting, growing business and to shape this new role
- Goats on site!

Interested in joining us?

Use your creative skills to demonstrate to us why you are the right person for the job. This could be via a video or other media and please send to sales@fieldingcottage.co.uk together with your CV.

Closing date: Noon 16th July 2021

Proposed interview date: 22nd and 23rd July 2021