



Job Description

Marketing Assistant

Permanent full time role.

Borde Hill, Haywards Heath, West Sussex. RH16 1XP

About Borde Hill

Borde Hill (BH) is a magnificent Grade II* English Heritage listed Garden set within 383 acres of Parkland and Woodland.

Created in the early 1900's with plants gathered by the great plant hunters from their travels to the Himalayas, China, Burma, Tasmania, the Andes and North America, the Estate contains over 70 champion trees and 8,000 trees and shrubs listed by the Royal Botanic Gardens Kew. In addition to the living collection, Borde Hill also has an extensive plant archive which allows us to better understand the plant collection and social history to engage our visitors about 'the world in one garden'.

The Stephenson Clarke family have been custodians of Borde Hill for five generations, and are at a stage of generational change that is seeing new energy, opportunities and ideas aimed at broadening our visitor demographic and ensuring Borde Hill is sustainable for future generations. This includes new business initiatives of field to fork dining and the restoration of our walled kitchen garden, a biodynamic market garden and a rejuvenated family parkland offering with improved infrastructure, better horticultural interpretation and plant management, with a focus on climate change.

This is an exciting time to join our team as new projects and initiatives are being launched, and this role will support our ambitious growth targets.

You and Your Role

We're looking for a creative and organised **Marketing Assistant** to support our Marketing Team. This is a hands-on role ideal for someone who's eager to build experience across all marketing disciplines. You will play a supporting role in helping us to reach new audiences, strengthen our online presence, and showcase the beauty of Borde Hill and our evolving visitor offer. Working closely with the Marketing Manager and Social Media Manager, you'll be involved in a wide range of day-to-day activities - from social media scheduling and online community engagement to visual asset management and the creation of print and digital marketing materials.

Your main duties will include:

Social Media Support

- Scheduling content using platforms such as *Later*
- Supporting community engagement by responding to messages, comments, and overseeing tagged content
- Contributing ideas for seasonal campaigns, awareness days, and upcoming content opportunities
- Support in building our social influencer list and identifying new social partners to collaborate with

Design & Visual Support

- Assisting in designing simple on-site / external signage and marketing assets, using *Adobe Illustrator* templates within brand guidelines
- Supporting the creation of monthly social media assets and performing basic photo editing using *Adobe Photoshop*
- Helping to maintain and organise our digital image library
- Replying to Google and TripAdvisor reviews in line with brand tone and messaging

Salary:

£24,000-£25,000

Dependent on experience

Hours:

37.5 hours per week

Holiday entitlement:

28 days pro rata (including Bank Holidays)

To apply:

Send your CV and covering letter to:

andrew.loan@bordehill.co.uk

Closing date:

8th June 2025

If you are in employment, please include your current notice period.

Borde Hill
Haywards Heath
West Sussex
RH16 1XP

01444 450326

www.bordehill.co.uk

Administrative Support

- Updating and maintaining Borde Hill's profiles on third-party tourism websites using pre-existing content
- Responding to image and content requests from third-party partners
- Replying to Google and TripAdvisor reviews in line with brand tone and messaging
- Assist with the planning and execution of event marketing
- Support with keeping our website updated, and collate information for future content creation

Essential selection criteria

The successful candidate will have or be:

- Confident using social media platforms including **Instagram, Facebook, X, LinkedIn and YouTube**
- Basic design and photo-editing skills in **Adobe Illustrator and Photoshop**
- A creative eye for design and visual content, with the ability to maintain brand consistency
- Clear verbal and written communication skills with excellent grammar and attention to detail, aligned with Borde Hill's tone of voice
- Some experience of writing or editing copy for promotional content
- A proactive, self-motivated 'can do' approach with the ability to problem solve and manage multiple tasks
- Good organisational and time management skills
- Willingness to support various areas of the organisation as needed
- Clean driving licence and have access to a vehicle
- Comply with Borde Hill's procedures, including Financial, H&S, Equality and Diversity

Borde Hill has a Family-led small, dedicated, professional and friendly team who embody a 'one team' culture. We want everyone to feel valued and fairly rewarded for the work they do and your package includes:

- A Borde Hill annual family membership allowing free entry to the Garden and Parkland
- Discount in the Borde Hill shop and catering outlets
- Free tickets for selected events throughout the open season
- Free access at selected times to our Partner Gardens (Chelsea Physic Garden, The Newt, The Lost Gardens of Heligan and Sculpture by the Lakes)
- Free entry to selected RHS events
- Free access to our wellbeing programme
- A flexible working pattern where possible

We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation.