



Senior Marketing Executive Inveraray Castle, Argyll Estates

Tell the story of one of Scotland's most iconic destinations



“Each day when you arrive at the castle you realise how amazing it is that you get to work here, you’re not just a visitor seeing it for one day. Looking out across Loch Fyne with the Arrochar Alps which can be snow covered or hidden in mist some days or sunny with blue skies on another day. With hills and forests on your doorstep and the photogenic Georgian town of Inveraray five minutes’ walk from the Castle, living and working on Argyll Estate is an inspiring place to live and work for anyone with a creative mind.”

About Inveraray Castle and Argyll Estates

Inveraray Castle & Gardens is one of Scotland’s most iconic historic and visually striking destinations. Nestled on the stunning shores of Loch Fyne in Argyll, Inveraray Castle has been the ancestral home of the Dukes of Argyll and Clan Campbell since the 18th century and remains so today.

The Castle combines heritage, landscape, gardens, interiors, events, filming, retail, food and beverage, archives and estate life. With growing visitor numbers and increasing interest from bespoke event and film location companies, Inveraray Castle is now seeking an in-house Senior Marketing Executive to help shape how the Castle presents itself in the future.



The Role

Reporting to the Visitor Experience Manager and working closely with the Duke and Duchess of Argyll, the wider Estate team and departmental managers, this is a broad, hands-on role for someone who enjoys combining creativity with laser commercial focus. The successful candidate will take responsibility for digital content, social media, a new website implementation, designated marketing campaign delivery, PR support, brand consistency, marketing collateral and audience engagement. They must also be adept at measuring and reporting on the success of each part of the marketing plan after delivery.

The role would suit someone with experience in tourism, heritage, hospitality, events, visitor attractions, culture, destination marketing or a related consumer-facing environment, who is excited by the opportunity to live and work in a beautiful rural Scottish setting.

Key Responsibilities

Marketing Planning and Reporting

- Support the creation and delivery of an annual marketing plan.
- Coordinate day-to-day marketing activity, ensuring campaigns are planned, delivered and reviewed effectively.
- Prepare regular reports on campaign activity, website performance, social media engagement, direct bookings and other agreed KPIs.
- Use data to suggest practical improvements to campaigns, content and direct visitor communication.
- Review marketing memberships, subscriptions, digital tools and platforms with the VEM and the wider team.

Digital Marketing, Content and Social Media

- Manage and develop social media content across appropriate channels, with a clear content calendar and consistent tone.
- Create engaging copy, photography, video and digital content that reflects the Castle's heritage, setting, people, events and visitor experience.
- Support paid or boosted posts where appropriate, reviewing performance and advising on results.
- Explore and build suitable channels including LinkedIn and YouTube, particularly for corporate, high-end event, filming and destination audiences.
- Use AI tools and other relevant platforms to support research, planning, content drafting and reporting, while ensuring all material remains accurate, sensitive and on brand.
- Keep abreast of digital trends and emerging marketing tools, applying only those that are appropriate for Inveraray's audience and brand.

Website, Bookings and Customer Journey

- Work with the website designers and internal team on the forthcoming website redevelopment.
- Maintain and update website copy, imagery and practical visitor information once the site is live.
- Support improvements to the online customer journey, particularly around direct bookings, events, visitor information and enquiry handling.
- Understand booking platforms, website CMS tools, CRM systems and point-of-sale systems sufficiently to support a smoother visitor and customer experience.
- Ensure that advertised experiences are clear, accurate and commercially sensible, while more exclusive or bespoke experiences remain appropriately discreet and enquiry-led.



Brand, Signage and Marketing Collateral

- Act as a brand custodian across Inveraray Castle & Gardens, helping to ensure consistency of tone, visual identity, fonts, colours, imagery and presentation.
- Support the creation and updating of branded collateral, including printed materials, signage, visitor information, event material and digital assets.
- Work with departments to improve the consistency and quality of customer-facing communications.
- Coordinate content and photography requirements across departments, helping to build a stronger shared content library.
- Protect the tone and reputation of the Castle as both a private family home and public visitor destination.

PR, Partnerships, Events and Filming

- Recognise and respond to appropriate PR opportunities, escalating sensitive or high-profile matters for senior sign-off.
- Support relationships with press, media, tourism partners, influencers and destination marketing bodies.
- Research and build initial relationships with film location scouts and relevant production contacts, with commercial negotiations handled by the VEM and senior leadership.
- Continue and support relationships with event companies and partners.
- Assist with marketing for high-end events, private experiences, retail, food and beverage, filming, gardens and other visitor-facing commercial activity.

Internal Relationships and Team Working

- Work closely with the VEM and departmental managers to understand priorities and develop appropriate marketing support.
- Build positive relationships with internal teams, including seasonal staff, retail, food and beverage, events, gardens, archives and wider Estate colleagues.
- Handle both external customers and internal stakeholders with professionalism, warmth and good judgement.
- Carry out other reasonable duties as requested by the Senior Management Team and Family.

Skills and Experience

Essential

- Proven experience in a marketing role, ideally within tourism, heritage, hospitality, events, visitor attractions, culture, leisure or a related consumer-facing environment.
- A relevant marketing qualification, diploma or demonstrable equivalent practical experience.
- Strong digital marketing skills, including social media management, content planning, website updates and performance reporting.
- Excellent writing skills, with the ability to produce clear, engaging copy for social media, websites, email, press, signage and printed materials.
- Confident use of AI tools and Large Language Models.
- Experience with website CMS platforms, CRM and email platforms.
- Experience creating or briefing photo and video content, with a good eye for imagery and presentation.
- Good understanding of brand guidelines and the importance of consistency across tone of voice and visual identity.



- Strong organisational skills and the ability to manage multiple projects at once.
- Good analytical ability, including the confidence to review campaign performance and report on results.
- Strong IT skills, including Microsoft 365 and relevant marketing platforms.
- Knowledge of GDPR and its impact on marketing communications and customer data.
- A positive, practical and hands-on approach, with the flexibility to support occasional evening and weekend activity.

Desirable

- Experience of the Scottish tourism, heritage or rural visitor market.
- Experience working with press, media, tourism bodies, historical influencers or PR partners.
- Experience supporting events, private hire, corporate clients, high-end hospitality or filming/location opportunities.
- Experience with analytics platforms, email marketing tools, SEO, keyword research and paid social activity.
- Experience working with agencies, designers, photographers, videographers or website developers.
- Familiarity with organisations such as ASVA, Historic Houses, VisitScotland or other relevant tourism and heritage networks.
- Full driving licence and access to own transport, given the rural location.

Personal Qualities

- Warm, professional and collaborative, with the ability to build trust across a small team.
- Creative, commercially aware and full of ideas, but also practical and able to deliver.
- Highly organised, accurate and very attentive to detail.
- Comfortable working in a rural, seasonal and hands-on environment.
- Curious, proactive and willing to learn.
- Sensitive to heritage, family ownership, reputation and the importance of discretion.
- Confident enough to make suggestions but mature enough to understand where sign-off is required.
- Excited by the lifestyle and opportunity offered by living and working in Argyll.

Package and Practical Details

- Full-time, permanent role based at Inveraray Castle five days per week throughout the year.
- Accommodation may form part of the package when available and is expected to be offered at reduced rent, with council tax support. Specific arrangements will depend on availability and the successful candidate's circumstances.
- Statutory pension provision.
- Staff discounts and relevant benefits to be confirmed.
- The successful candidate must be willing to work occasional evenings and weekends where required by events, seasonality or business needs.



Why Join Inveraray?

This is a rare opportunity to make a visible impact within one of Scotland's most beautiful and recognisable historic settings. The successful candidate will have the chance to live and work in a remarkable rural location, surrounded by lochs, mountains, gardens, heritage and a close-knit Estate community, while helping to shape the public profile of Inveraray Castle & Gardens for the next stage of its development.



Further Information:

Role Title: Senior Marketing Executive
Reports to: Visitor Experience Manager
Location: On-site at Inveraray Castle
Contract: Full-time, permanent, office-based, 5 days a week throughout the year
Package: Competitive overall package d.o.e.
Accommodation at a reduced rent when available.
Council Tax support, staff discounts, statutory pension.

If you feel you could bring warmth, energy and creativity to this special environment or would like further information, please email Katharine Landale, Bold New Recruitment with your CV and a covering letter stating why you should be considered for this wonderful role.

katharine@boldnewrecruitment.co.uk

Thank you. We look forward to hearing from you.