



WOODHALL
ESTATE

CANDIDATE PACK



SENIOR BRAND & MARKETING MANAGER

We're introducing a pivotal new role to manage and deliver the full spectrum of marketing strategy, execution, and results across three newly refined, soon-to-launch, brands at Woodhall: Woodhall Estate, Woodhall Park, and Woodhall Locations. United by shared roots of Community, Learning, Conservation, and Sustainability, our brands reflect a two hundred year legacy. This role offers a unique opportunity to build and elevate a multi-faceted marketing presence across a large and evolving rural estate business in rural Hertfordshire.

INTRODUCTION TO WOODHALL

Woodhall Estate has been part of the Abel Smith family for more than 200 years. Many thousands of people live, work, learn, celebrate and rejuvenate on this thriving estate which encompasses parks, farms, woodlands, historic properties, wildflower meadows, rivers, wetlands and pastures.

We're proud of Woodhall's heritage, protective of its landscapes and personally invested in the future of the estate and its diverse communities.

Woodhall is steeped in history, but we're far from stuck in the past. Every decision we make strives to respect the legacy of this beautiful place, while keeping it flourishing in the 21st century.



WELCOME FROM THOMAS

Thank you for your interest in joining the Woodhall Estate team. Since stepping into this role of leading my family business, I have had the pleasure of working alongside dedicated and talented staff to lead Woodhall into an exciting future.

Woodhall is a modern, forward-thinking organisation rooted in community, learning, conservation, and sustainability. Together, we're advancing a 25 year strategy that unites our diverse business divisions, team, partners, and our core communities, to create a meaningful impact that goes well beyond land management—anchoring our work in respect, responsibility, and care for both the environment and each other. This is the foundation of a truly sustainable future.

At the heart of Woodhall is a unique community spirit where everyone's contributions matter. While we may have expansive grounds and exceptional facilities, it's our people and purpose that set us apart.

We are currently seeking a Senior Brand & Marketing Manager to work closely with me, as well as with all departments. This role comes as extensive brand refinement and web development projects (involving three new sites) are nearing completion and will soon be ready for launch. I hope that as you read through this candidate pack, you'll get a true sense of who we are and consider joining us on this exciting journey.

Warm regards,

Thomas Abel Smith



OUR PURPOSE

To be a vibrant, balanced and enduring environment for both nature and people.



OUR VALUES

PROFESSIONALISM

We work with precision, prudence and positivity, and we give it our all.

PEOPLE

We value personal relationships and our generosity of welcome.

PROBITY

We live by strong moral principles, honesty and decency.

PERSPECTIVE

We always keep the bigger picture and Woodhall's long legacy in mind.



OUR ROOTS

Our Roots represent our family business's legacy and impact over two centuries, and they continue to underpin all that we do today.

COMMUNITY

We strive to be at the heart of our core communities, fostering and maintaining a special relationship with them.

LEARNING

Following family tradition, we continue to be founders and hosts to a range of educational settings.

CONSERVATION

From outstanding nature and spectacular countryside, to historic buildings, we are here to conserve and protect our heritage.

SUSTAINABILITY

We strive to ensure a sustainable environment and business to meet the challenges of the next century.

WOODHALL IN NUMBERS

1000+

people who
live, work & learn
at Woodhall



55km

of public paths



150km

of hedgerow managed



25 miles

from Nelson's Column



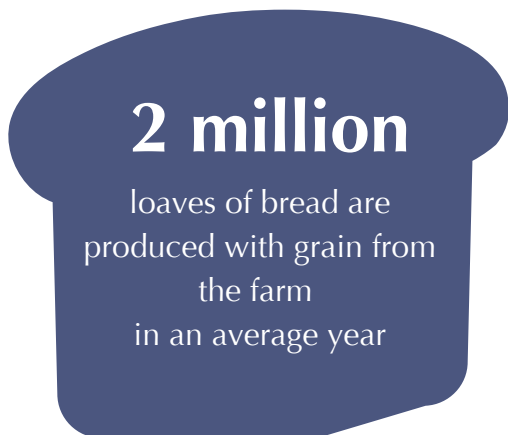
200

buildings
managed



2 million

loaves of bread are
produced with grain from
the farm
in an average year



100,000

trees planted since
2012



EXPLORE THE ESTATE





JOB DESCRIPTION

We are looking for a visionary and results-oriented Senior Brand & Marketing Manager to manage the evolution and execution of the Woodhall brands and all associated day-to-day marketing efforts. This newly created role is in context of significant change and investment into the Woodhall brands over the past year and ongoing, with launches of three new websites planned in the near future. It is now time for us to recruit for this pivotal new role. The role will be key to shaping how Woodhall is perceived into the future, deepening both customer and public engagement, and driving meaningful growth across all brands, departments and channels.

The ideal candidate will be an ambitious, energetic, collaborative and hard-working individual, always applying carefully considered thought to every point of execution. The successful candidate will be able to both think/plan strategically and be hands-on with the delivery, doing what it takes to get things done and always applying a solutions-orientated attitude. Within their track record, the successful candidate will have experience of a complex, multi-faceted business relevant to Woodhall, with specific proven experience in a luxury hospitality/lifestyle brand, and the delivery of polished, high-impact, multi-channel marketing/PR campaigns.

- **Job Title:** Senior Brand & Marketing Manager
- **Hours:** Full-time, with flexibility for reduced hours depending on the candidate's experience and preferences
- **Location:** Onsite or hybrid to be agreed
- **Reporting to:** Managing Director
- **Remuneration:** £60,000-£70,000, 7% employer's pension contribution, private healthcare, life assurance, lifestyle benefits including discounted gym membership, comprehensive discounts and employee support package via Sage, as well as beneficial employment benefits (more details on Pg. 11).

MAIN RESPONSIBILITIES

In this role, you will manage all aspects of Woodhall's three brands and marketing. You will be the first and only member of the marketing team to begin with, however there is the potential to build a team and grow in your own role. You will be the brand champion and responsible for the implementation and performance of all marketing initiatives across the organisation in alignment with the estate's 25 year strategy.

Key Responsibilities

(This is a non-exhaustive overview of the role's core responsibilities)

Brand Leadership

- Champion the new brand vision and further refine the brand(s) positioning strategy and identities across Woodhall Estate, Woodhall Park, and Woodhall Locations.
- Drive a unified brand presence that ensures the brands are reflective of Woodhall's overarching standards, values, roots and ethos.
- Ensure brand consistency across all channels and touchpoints by working in a collaborative and supportive manner with colleagues across the organisation.
- Use brand health analysis, market research, and competitor insights to guide strategy.

Marketing Strategy & Execution

- Develop and implement integrated marketing strategies to drive growth, awareness, and engagement across diverse audiences.
- Manage all marketing channels including digital, content, social media, PR, events, partnerships, print, signage, merchandise and paid media.
- Direct and organise new content creation.

Leadership & Team Development

- In due course, propose additional new hires for the brand/marketing function such that it grows in line with organisational expansion.
- Lead, manage and motivate direct reports in due course.
- Set KPIs, manage budgets, and ensure accountable, results-driven delivery.

Supplier & Agency Management

- Manage relationships with external agencies/freelancers (PR, web, photography, videography etc), ensuring quality and brand alignment.
- Review and enhance supplier partnerships as needed.
- Appoint and oversee new agencies and freelancers, managing contracts and budgets effectively.

MAIN RESPONSIBILITIES

Cross-organisational Collaboration

- Partner with teams across property, rural, experience/hospitality, education, finance and operations to champion the brand(s) and deliver a marketing function to all departments and segments of the organisation.
- Drive internal communications that build brand advocacy and engagement within the organisation.

Communications & Reputation Management

- Work closely with our appointed PR consultants to refine and implement the strategic communications plan.
- Manage PR, media relations, and reputation in conjunction with our appointed PR consultants, enhancing and safeguarding Woodhall's public image.
- Ensure all communication reflects Woodhall's voice and values.

Data, Insight & Performance

- Use data and analytics to inform decisions, optimise campaigns, and drive continuous improvement.
- Implement performance tracking, A/B testing, and attribution modelling to maximise ROI.

REQUIREMENTS

Essential

- Significant expertise and experience in brand development and management, and multi-channel marketing strategies and implementation.
- Significant expertise and experience working within a luxury hospitality or lifestyle brand.
- Proven ability to plan, manage, and deliver integrated marketing campaigns that achieve measurable business outcomes.
- The ability to think on your own and always seek the solution, whilst always being willing to be collaborative, humble and compromising within a team setting.
- Demonstrable creative excellence.
- Proficiency in key marketing and analytics tools, such as Adobe Creative Suite, Canva and CRM platforms.
- Strong commercial awareness with a data-driven approach to decision-making and optimisation.
- Exceptional organisational skills to manage multi-business, multi-channel marketing campaigns.
- Experience managing supplier and agency relationships in a complex, multi-stakeholder environment.
- Excellent communication and project management abilities, capable of juggling multiple priorities effectively.

Nice to Have

- Previous experience of a rural based organisation/brand/estate.
- A passion for the countryside.
- A passion for community, learning, conservation and sustainability aligned with Woodhall's Roots.
- Understanding of both B2C and B2B marketing environments, with the ability to adapt strategies accordingly.
- Knowledge of emerging marketing technologies and trends, such as AI-driven marketing tools, influencer partnerships, content personalisation, and growth marketing tactics.

WHAT'S IN IT FOR YOU?

Aside from the remuneration package previously outlined, the Estate offers generous employment policies and we champion professional development and learning. We welcome ambitious candidates who are seeking new skills that will contribute to the business and our culture of high performance.

- ✓ Be part of a creative, friendly & tight-knit team
 - ✓ Work in the stunning Hertfordshire countryside
 - ✓ Lots of opportunities to learn, grow, and progress in your career
 - ✓ Earn an abundance of benefits outlined below
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Competitive
Salary



7% Employer's
Pension Contribution



Salary Sacrifice
Scheme



Private Medical
Insurance



Life Assurance
Cover



25 Days Leave + A Day
Off For Your Birthday



Enhanced maternity,
shared parental &
adoption policies



Free Parking



40% off Nuffield
Health Gyms & Hush



24/7 Private GP Service
via Video Call



Therapies, Dentist &
Optician Cashback



Counselling, wellbeing,
legal & financial help



Exclusive access to Estate
grounds outside of work



Regular Team Socials &
Annual Parties



Discounts for Woodhall
Venue Hire



Generous recruitment
referral bonus

Full details will be made in an Offer of Employment to the successful candidate. Please note that some of the benefits above are contractual and others non-contractual subject to change from time-to-time.

EQUAL OPPORTUNITIES

Woodhall Estate is committed to the principle of equal opportunities in employment and equal pay for work of the same or similar nature or work of equal value. Woodhall Estate declares its opposition to any form of less favourable treatment or financial reward, whether through direct or indirect discrimination, harassment, victimisation or segregation accorded to the employees or job applicants, on the grounds of their race, religious beliefs, political opinions, creed, colour, ethnic origin, nationality, marital/parental status, sex, sexual orientation or physical or mental disabilities.

Woodhall Estate similarly declares its opposition to any form of less favourable treatment accorded to employees or job applicants on the grounds of non job-related handicaps and unfair discrimination on grounds of age.



HOW TO APPLY

We have chosen to partner with ADLIB who are managing the recruitment process for us. Please send all applications to Tony Allen: **tony@adlib-recruitment.co.uk**. Tony will be in touch to schedule an introductory screening call with shortlisted candidates.

There will be a three stage process for selected candidates; including an initial interview, a tour of Woodhall, and a final interview for which candidates will be asked to give a presentation on a title to be communicated. Employment offers are conditional upon references that we deem satisfactory (including confirmation of the candidate's current salary), as well as a satisfactory *PeopleCheck* DBS clearance under our procedure.

Due to the high volume of applications received, we regret that it is not possible to provide feedback to candidates at the application stage.



www.woodhallestate.co.uk