



**HOUSE of
LOBKOWICZ**

Marketing Director

Place of work	Prague
Department	LEM
Reporting to	CEO

Purpose:

- Responsible for managing the marketing initiatives and overall image of House of Lobkowicz (HoL)
- Responsible for development of content and strategy for print and digital media to attract clients to HoL locations for its events, activities, and other offerings
- Support sales of HoL products/services (e.g. shop, e-shop, wine...)
- Responsible for HoL brand strategy and its implementation

Key Responsibilities:

- Setting up annual marketing plan and budget for the whole company HoL organisation
- Driving a corporate strategy and message development throughout the year
- Lead brand strategy implementation
- Development of internal and external publications such as newsletters, press releases, planned publications, videos, special projects in cooperation with the Communications Director, etc.
- Define and lead social media strategy
- Manage HoL online presentation, maintenance of website content accuracy (active check on content, soliciting content from departments and making regular updates to the website and daily social media platforms)
- Responsible for clear, unified, and consistent messaging across HoL
- Lead shop/e-shop product strategy and connected merchandizing at all heritage sites. Development of new initiatives to promote HoL sites, exhibitions, events, and special projects
- Design and production of promotional materials (brochures, booklets, reports, posters, advertisements, etc.)
- Management and maintenance of photos and videos archive
- Excellent knowledge of all ongoing profit (sales and events) and non-profit (fundraising and development) projects/activities
- Further ad-hoc tasks associated with role and tasks assigned by CEO

General Responsibilities:

- Lead employees to meet the organization's expectations for productivity, quality and goal accomplishment using a performance management and development process that provides an overall context and framework to encourage employee contribution and includes goal setting, effective performance feedback, and performance development planning
- Coach, mentor, and motivate employees, including overseeing new employee onboarding
- Appropriately communicate organizational information through department meetings, one-to-one meetings, and regular e-mail and interpersonal communication
- Perform annual update of department's rules and guidelines
- Actively contribute to problem solving
- Actively follow principles of decency and cooperation with other employees

- Follow respective legal and internal policies and employer's instructions, including code of conduct and family/company values

Key Requirements:

- Minimum 5 years of experience in a similar position
- Fluency in English and Czech (spoken and written)
- University degree with a focus on Marketing and Communications (MBA is a benefit)
- Strong understanding of marketing fundamentals including a creative streak that drives him/her to find new and innovative ways to communicate effectively to reach marketing objectives.
- Strong understanding of design, excellent writing skills, and proven experience and ability in presenting messages in compelling ways are required.
- Comprehensive knowledge of principles of marketing (electronic and print media, graphic design, and best practices for posting digital content)
- Ability to think strategically and creatively and contribute to the communication of content in compelling ways
- Understanding of web-based technology and familiarity with using CMS
- Basic understanding of photo editing and post-production tasks for web and print
- Excellent ability to multitask, plan and meet deadlines under time constraints, and work independently as well as collaboratively