

A quintessentially English brief

We were asked to attract a Development Director to work directly with William Parente, owner-in-residence of the 15,000-acre Welbeck Estate in Nottinghamshire.

William Parente and his family wish to transform a fascinating collection of historic buildings on their estate into a sustainable 21st century community. This is not eccentric new age nonsense. It's a serious, discerning and potentially lucrative project that offers a well-connected development professional the chance to make it their own.

The challenge of the brief was to convey the quintessentially English nature of Welbeck and the characters involved; to reflect a proud past while looking sensibly and sensitively to the future.

The press ad directs our target to a microsite, complete with a short film and other engaging elements.

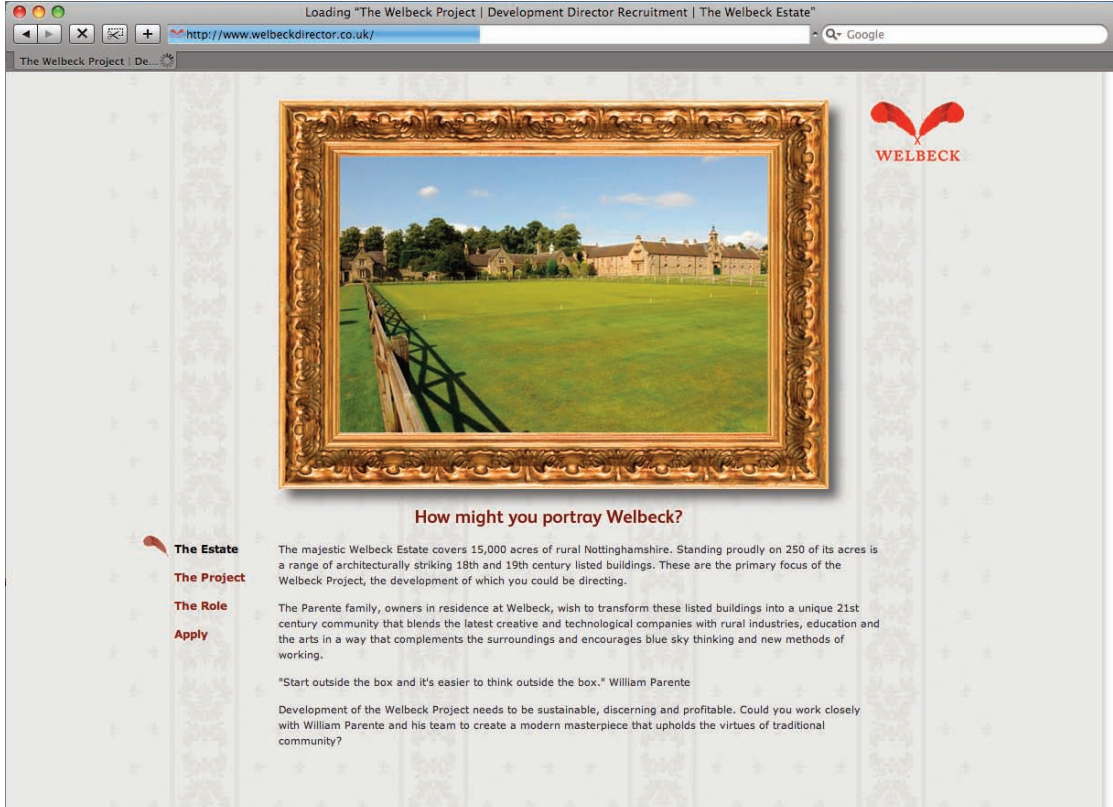
www.welbeckdirector.co.uk



Where can a marvellous landscape also be a blank canvas?

Development Director - excellent package - Nottinghamshire

The answer is simple - at the historic Welbeck Estate in Nottinghamshire. Over the next 20 years, a unique working and residential community will take shape here; a challenging project that brings together creative, technological and rural industries, education and the arts in a setting of astounding natural and architectural beauty. Nothing quite like this has been attempted in the UK before, so expect remarkable scope to shape a masterpiece through your creative, marketing and project management skills. You need to be a well-connected networker who can grasp and enhance a dedicated family's vision, target and make compelling cases to discerning prospective tenants, and convert interest into lucrative contracts. Find out more and apply at www.welbeckdirector.co.uk



Loading "The Welbeck Project | Development Director Recruitment | The Welbeck Estate"

<http://www.welbeckdirector.co.uk/> Google

How might you portray Welbeck?

- The Estate** The majestic Welbeck Estate covers 15,000 acres of rural Nottinghamshire. Standing proudly on 250 of its acres is a range of architecturally striking 18th and 19th century listed buildings. These are the primary focus of the Welbeck Project, the development of which you could be directing.
- The Project**
- The Role** The Parente family, owners in residence at Welbeck, wish to transform these listed buildings into a unique 21st century community that blends the latest creative and technological companies with rural industries, education and the arts in a way that complements the surroundings and encourages blue sky thinking and new methods of working.
- Apply**

"Start outside the box and it's easier to think outside the box." William Parente

Development of the Welbeck Project needs to be sustainable, discerning and profitable. Could you work closely with William Parente and his team to create a modern masterpiece that upholds the virtues of traditional community?