

Job Description

JOB TITLE:

Head of Public Engagement - Maternity Cover Post

SALARY:

£30,000 pro rata

LOCATION:

Creswell Crags Museum, Crags Road, Welbeck, Worksop, Nottinghamshire S80 3LH

HOURS:

30 hrs per week, Monday – Friday, with occasional evening & weekend.

Days worked to be confirmed with the Director

CONTRACT:

Fixed Term – Maternity Cover – 7-9 months
(negotiable dependent on candidate start date)

REPORTING TO:

Director

RESPONSIBLE FOR:

The Public Engagement Team

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The Public Engagement Team

CLOSING DATE:

Monday 15th April 2024 5pm

INTERVIEW DATE:

Week commencing 22nd April 2024

HOW TO APPLY:

Please forward your CV and covering letter (no more than 2 pages of A4), and an Equal Opportunities Monitoring Form to development@creswell-crags.org.uk

PURPOSE OF THE ROLE:

The focus of this Senior Management Team role is to actively strengthen the profile of Creswell Crags and grow a wide community of interest, both in terms of visitors to the site, and those who engage digitally. This post has oversight of the Public Engagement Programme, including learning, events, community projects and volunteering. Working closely with the Heads of Department this work will also strengthen visitor loyalty and supporter relations and help to raise income streams from learning, guided tours, events, retail, and catering activities.



**CRESWELL
CRAGS**

Archaeological Park
caves | gorge | museum

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KEY RESPONSIBILITIES:

Marketing:

- The development of an interim marketing strategy with a focus on driving visitor numbers and dwell time.
- Acting as 'brand guardian' for work across the organisation and ensuring that all new signage and print marketing on the site adhere to the new standards.
- Digital marketing strategy and content planning; developing the schedule with the Marketing Executive. Ensuring our social media channels are being utilised effectively and reviewing analytics.
- Control of budget for marketing, publicity, events, website and audience engagement activities.
- Overseeing website updates and messaging, acting as lead contact for the external web developer. Working with the Marketing Executive to review Google Analytics and making suggestions based on this information.
- Acting as lead contact, including developing and communicating briefs, for work with creative agencies, including designers.
- Working with the Marketing Executive to creating a mailing list, in line with GDPR, and planning e-marketing campaigns.
- The development and promotion of audience feedback schemes, ensuring understanding of this is embedded across the organisation, working with the commercial team in particular; the compilation of relating data analysis / reports.
- Nurturing and retaining strong media relations: dealing with requests from journalists, documentary producers and similar; writing and sharing press releases. Being one of the team who is prepared to represent the Trust in radio and television interviews, when appropriate.
- Leading on internal communications and change management where branding, audiences and engagement are concerned.

Public Engagement Programme:

- Supervision of a strategic, audience-focused approach to the learning, events and exhibition programme.
- Working with the Heads of Department to ensure all areas of work support a stronger profile and the embodiment of the Trust's cause.
- Continuous review, management and development of the learning programme and ensuring the ongoing support of the learning team.
- Leading on the development of a new strategy of events and community programme with external partners and overseeing successful delivery of events.
- Overseeing the volunteering programme, including corporate volunteering, work placement students and university internship schemes.
- Overseeing the temporary exhibition strategy and the creation of new interpretation across the exhibitions.
- Supporting the Curator with the management of the collection, including ensuring accreditation standards are adhered to.
- Awareness of, and active engagement with, access and inclusion needs in marketing, communication, interpretation and events planning.
- Partnership working with external organisations as and when required.
- Safeguarding lead for the organisation.



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- Working closely with the Head of Development to assist with funding bids and the delivery of grant funded projects.
- Representing Creswell Heritage Trust with external stakeholders and at events, meetings and conferences to share best practice and raise our profile, maintaining appropriate working contacts and relationships.

Senior Management:

- Part of the Senior Management Team and involved in key strategic decision about the organisation, working closely with the Director and other members of the senior team.
- Regular reporting: to Director and Board of Trustees and to external funding bodies where needed, including attendance at quarterly Board meetings.
- Line management of the Public Engagement Team, including setting objectives, conducting appraisals and day-to-day HR duties such as approving annual leave, return to work interviews etc.
- Working with volunteers where their volunteer role is relevant to marketing, programmes and engagement.
- Being part of the Duty Management team for Creswell Crags, which means being a keyholder and being the most senior staff member on site on occasional days. This will include some weekends and evenings.

EQUAL OPPORTUNITIES

Diversity & inclusion is very important within Creswell Heritage Trust's work ethics. We are an equal opportunity employer and organisation committed to a diverse and inclusive workforce and Board. If you need any adjustments to make the recruitment process more accessible to you, please let us know.

Please note that this selection process is separate from our equal opportunities monitoring. The EO form demonstrates if our recruitment policy is encouraging a diversity of applicants and will inform future recruitment campaigns.

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Person Specification

Experience	Essential	Desirable
Demonstrable work experience in an audience engagement role in a tourism, heritage, arts, cultural or charitable organisation or similar	x	
Demonstrable professional experience of media and press relations	x	
Experience using CRM for marketing and supporter relations		x
Demonstrable work experience in an events management role		x
Experience of using digital marketing in a professional context	x	
Experience in a management role	x	
Experience of managing or working with volunteers		x
Experience of managing departmental budgets	x	

Education/Qualifications	Essential	Desirable
5 GCSEs grade C or above including English & Maths	x	
Degree or professional qualification/accreditation in a relevant discipline		x

Knowledge	Essential	Desirable
Digital marketing and social media analytics, including Google Analytics		x
IT literate – MS Office, including Team	x	
Knowledge of using CRM systems for engagement and marketing		x
Knowledge of different models of audience segmentation in arts, heritage and cultural or similar organisations		x
Knowledge of Adobe Creative Suite, Survey Monkey, Canva, Eventbrite, Zoom Webinar and online social media scheduling tools		x
Understanding of the museums and heritage sector, and working for a not-for-profit organisation		x
High level understanding of marketing and branding strategy	x	
Knowledge of formal and informal learning in a similar setting	x	

Personal Qualities	Essential	Desirable
Enthusiastic and tenacious approach to work	x	
Self-motivated	x	
Attention to detail	x	
Ability to prioritise tasks	x	
Good inter-personal skills	x	
Confident communicator	x	
Excellent written communication skills	x	
Interest in museum/heritage sector	x	