

Creswell Heritage Trust

Job Description

<u>Job title:</u>	Marketing & Events Officer
<u>Department:</u>	Engagement & Programmes
<u>Pay grade / Salary:</u>	£22000 pa
<u>Hours:</u>	37.5 hrs per week Monday – Friday, with occasional evening & weekend
<u>Contract:</u>	Permanent, full time
<u>Reporting to:</u>	Engagement & Programmes Manager
<u>Responsible for:</u>	N/A

Job description:

The objective of this role is actively grow the profile of Creswell Crags, working within the developing Communications Strategy. Growing the profile will attract visitors, charitable support, and potential collaborations. This remit will include traditional and digital marketing, but also the management of events as an engagement tool to delight existing audience and attract new audiences to our unique visitor attraction and heritage site. We also anticipate that driving online engagement will be a key focus of Creswell Heritage Trust in 2021 onwards, and this role will be a key part of that. Historically, marketing at Creswell Heritage Trust has been under-resourced and under-developed. This new post will therefore offer the holder a chance to make a mark at a crucial time in the Trust's story.

Key responsibilities:

- Working with:
 - The Engagement & Programmes Manager to direct and implement marketing, branding, communications, and engagement strategy.
 - The Commercial & Visitor Services team members to promote the commercial offer of the organisation: on site and online retail, café, ticket sales in order to generate income.
 - The curatorial and education team members to promote the unique significance of Creswell Crags to a wide audience.
 - The Management and Fundraising & Community Engagement Officer to locate new sites for traditional marketing: primarily poster and leaflet distribution.
 - The wider team to lead on organisation and management of on site and online events to increase engagement and drive income; this will include

regular seasonal events and new opportunities. Ensuring events are evaluated for success.

- The wider team to develop and oversee the creative vision for seasonal events, including aspects such as Christmas decorations, Halloween theming etc.
- The Fundraising & Community Engagement Officer to create events and associated marketing with outcomes focused on driving fundraising/donations and community inclusion.
- Responsible for:
 - Day to day posting of content and messaging on established social media accounts (Facebook, Twitter, Instagram, LinkedIn). Including advance scheduling using Hootsuite and exploring currently underused social media and growing audience engagement (YouTube, Pinterest, WhatsApp, TikTok).
 - Creating content for social media with a focus on video and images.
 - Monthly reporting on social media engagement by analysis of analytics, to guide strategic development.
 - Use of Canva to create posters and social media content. Liaising with external designers to create professional, engaging marketing collateral.
 - Assisting in keeping the website and blog up to date, liaising with external web developer.
 - Contribution to content of e-newsletter and responsibility for maintenance of MailChimp mailing list, in accordance with GDPR.
 - Maintenance of cloud-based image library for use of staff, including notes on usage rights and GDPR.
 - Ensuring all marketing follows Creswell Heritage Trust branding guidelines and marketing strategy.
- Other:
 - 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, after training. This will include some weekends and evenings.
 - Being prepared to undertake all training relevant to the role and taking a proactive approach to seeking out CPD opportunities.
 - Representing Creswell Heritage Trust with external stakeholders.

Person Specification

Experience	Essential	Desirable
Demonstrable work experience in a marketing role	X	
Demonstrable work experience in a heritage, arts, cultural or charitable organisation		X
Demonstrable work experience in an events management role		X
Experience of using social media in a professional context	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
Social media, including posting content and understanding of simple analytics tools: must include Facebook, Twitter, Instagram, and LinkedIn	X	
IT literate – MS Office	X	
Knowledge of Hootsuite, Canva, Survey Monkey, Mail Chimp, YouTube, Eventbrite, Zoom Webinar	X	
Understanding of the museums and heritage sector, and working for a charity		X
Knowledge of strategic approaches to marketing and branding		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	

Reviewed by: Nicola Tewson
Review date: 01/12/2020