



Creswell Heritage Trust

Job Advert

<u>Job title:</u>	Marketing Executive
<u>Department:</u>	Engagement & Programmes
<u>Pay grade / Salary:</u>	£14,100 pa
<u>Hours:</u>	22.5 hrs per week Flexible with occasional evening & weekend work
<u>Contract:</u>	Permanent, part time
<u>Reporting to:</u>	Engagement & Programmes Manager
<u>Responsible for:</u>	N/A

Job description:

The objective of this role is to actively grow the profile, and strengthen the brand, of Creswell Crags, working with the new marketing, branding and audience engagement strategies. Growing the profile and reputation of Creswell Crags will attract and re-engage visitors and supporters. This role will be focused on digital marketing, especially social media, with some crossover into print marketing, especially during campaigns. Content creation, such as video editing and photography, will be a key part of this role.

About the Company:

Striking at the core of what it is to be human, we spark connections between people and planet, inspiring us to leave better marks on the future.

Creswell Crags is a unique and dynamic place to work. A site of international renown for the significance of its prehistoric heritage, a Scheduled Ancient Monument and Site of Special Scientific Interest, a museum with an important archaeological and palaeontological collection, and a well-loved visitor attraction offering scenic walks, cave tours, a special events programme and a welcoming visitor centre with cafe and gift shop. Creswell Heritage Trust is an independent registered charity, which can be challenging but also incredibly rewarding. You will become part of a dedicated, friendly team with our sights firmly set on growth and a bright future for the special place we look after. Career and personal development opportunities are an important part of our ethos, as well a culture of leading in our sector and sharing best practice as an integral part of our work.

Our Values:

BOLD Creswell Crags is neither neutral nor passive. We are driven by our ethics and will make our voice heard on the most important issues we face, from the climate emergency to challenging historic injustice. **ASPIRATIONAL** We will continue to work to ambitious goals until we are recognized as the global authority on deep history that we are.

PASSIONATE! Our team is built on two things: expertise and passion. Our passion is affecting; we provoke similar passion in others for our precious place and its stories.

COLLABORATIVE We work in collaboration to help us learn and grow. We inform and listen; learning from the journeys of others and sharing our own.

EMPOWERING Our remarkable place and people empower our supporters to make their own profound connections and discoveries.

INCLUSIVE We strive to make our site, and our stories, as accessible as possible to those who might face barriers. We are not-for-profit and will keep our costs as low as is sustainable and offer free engagement where we can.

The application process:

All potential applicants can find our relevant documents (job description and person specification) on our website www.creswell-craggs.org.uk/jobs. Please submit CV and covering letter via email to Finance & HR Manager nicola.tewson@creswell-craggs.org.uk. If you require any further information regarding this role do not hesitate to contact us via telephone on 01909 720370 or email nicola.tewson@creswell-craggs.org.uk.

Closing date for applications is 11.59pm 30th January 2020 and interviews to be held on 10th February 2022.

Key responsibilities:

- Working with:
 - The Engagement & Programmes Manager to implement marketing, branding, communications, and engagement strategy.
 - The Commercial & Visitor Services team members to support campaigns to promote the commercial offer of the organisation: on site and online retail, café, ticket sales in order to generate income.
 - The Curator and the Learning team members to promote the unique significance of Creswell Craggs to a wide audience.
 - The Events & Volunteering Officer to support the promotion of events.
 - The wider team to develop their understanding of marketing and the organisational brand, to create advocates for the Trust and promote profile and reputational growth, as well as increased audience engagement and visitor income.
 - The wider team to ensure our charitable message informs our work across the organisation; to promote individual giving onsite and online, and boost gift aid in the purchase of cave tours and exhibition admission. The wider team to support the development of the creative vision for seasonal events.
 - The wider team to develop the creative content for the website and social media channels.
- Responsible for:
 - Day to day posting of content and messaging on established social media accounts (Facebook, Twitter, Instagram, LinkedIn). Including creating and sharing a schedule, and seasonal

campaigns. Potential to explore audience growth through developing YouTube and TikTok content.

- 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 and the Adobe Creative Suite 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.
 - Creation of content for e-mail marketing and growth of mailing list utilising CRM, in accordance with GDPR.
 - Maintenance of cloud-based image library for use of staff, including notes on usage rights and GDPR.
 - Being an advocate for the organisational brand and marketing strategy, including representing these in internal meetings.
- Other:
 - Supporting the Duty Management process for Creswell Crags, which means being a keyholder and occasionally being the most senior staff member on site on exceptional 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, maintaining appropriate working contacts and relationships.
 - Partnership working with external organisations as and when required, for example with partner universities, other museums and other 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 experience in a customer service or supporter relations role		X
Experience of using social media in a professional context	X	
High standard of communication, especially written communication and copywriting	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 & Facebook Ads, Twitter, Instagram, and LinkedIn	X	
IT literate – MS Office	X	
Knowledge of Adobe Creative Suite, 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
Knowledge of strategic approaches to marketing and branding including audience segmentation models and strategic content creation		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: 13/01/2022