

COGGES HERITAGE TRUST

JOB DESCRIPTION

Job title:	Marketing and Communications Manager
Hours of work:	Part-time 22.5 hours per week
Salary:	£24,700pa, pro rata
Reports to:	Head of Operations
Job purpose:	Planning and delivery of the marketing and communications strategy to enable Cogges Heritage Trust and Cogges Heritage Enterprises to achieve excellent service and performance.

Key tasks

1. To plan and implement a comprehensive annual marketing and communications plan to maximise visitor numbers and revenues from all activities at Cogges, including the Cogges: Next Steps project.
2. To facilitate audience development through the management of a marketing database.
3. To facilitate fund-raising through management of a fund-raising database and communication with supporters and potential funders.
4. To prepare promotional materials; control, develop and update the Cogges website; and use social media to maintain a positive profile for Cogges.
5. To develop good relations with local press and media, including regular generation of press releases and giving interviews.
6. To ensure the integrity and consistent use of the Cogges brand across all media.
7. To ensure the proper recording and review of the effectiveness of all marketing and communications activities.
8. To participate in the management of Cogges to help ensure good co-ordination and communication across the organisation.
9. To work with the staff team to oversee effective internal communications and to help develop plans for Cogges.
10. To manage and develop volunteers' support for marketing and communications.
11. To take reasonable care of the health, safety and welfare of self, other people and resources, in accordance with organisational policy and statutory requirements and the safeguarding of children and vulnerable adults.
12. To carry out any other occasional tasks that may be reasonably required, including public duties in support of customer service and acting as Duty Manager.
13. It is anticipated that this role will include some evening and weekend working to meet the demands of the role and the needs of the organisation.

Person Specification

Marketing and Communications Manager

- A pro-active, well organised marketing professional, able to think strategically as well as creatively
- An understanding of the current and target audiences of heritage visitor centres, the competitive landscape, and the wider leisure and tourism sectors, is desirable.
- Good team-working skills
- A network of local and national press contacts
- Able to build beneficial relationships with suppliers
- A confident speaker, comfortable dealing with all sections of the media
- A great copy writer, experienced engaging via social media
- Experienced in editing online content and working with web developers
- A keen understanding of design and branding