

Job description

Job Title:	Marketing and PR Manager
Reports to:	Executive Director
Direct Reports:	Marketing Executive, Collections Marketing and Media Content Producer; Garden Heritage and Audience Development Manager (shared report)
Salary:	£35,000

Purpose of the Job

- To develop and own the marketing and PR strategy for the Shuttleworth Trust
- To develop annual plans and targets for the marketing team
- To nurture existing and developing audiences
- To lead on the non-specialist and family audiences engagement
- To uphold and advocate for the Shuttleworth Trust brand.

Job Functions

Planning and Resources

- To work with the Executive Director to agree the development and integration of existing and absent marketing and PR strategies into a coherent plan
- To translate the plan into coherent and targeted objectives for the marketing team
- To ensure full use is made of volunteer and contractor relationships and resources
- To balance, integrate and deconflict the delivery of specialist (Garden & Collection) and non-specialist content.

Research

- To identify, commission and integrate audience and visitor qualitative and quantitative research
- To disseminate and utilise research across the marketing and visitor teams to promote an evidence-based approach to activity.
- To establish and maintain relationships and links
- To maintain a high level of industry connections and knowledge through networking and training

Audience development

- To champion, plan and co-ordinate marketing campaigns targeting the family and non-specialist audiences within 60 minutes of the site.
- To co-ordinate audience development activity and profile across the specialist areas of the site.

Social media

- To co-ordinate the social media planning across Twitter, Instagram, Facebook, youtube and LinkedIn using, where appropriate, Social Media management platforms
- To ensure effective training and ongoing support is given across social media content generators.
- To oversee Facebook, Google and Twitter marketing campaigns, including setting appropriate metrics and targets
- To coordinate a maximised social media coverage through the events season, including duty media management for air shows.

Website and email

- To manage the relationships with the website management contractor
- To identify and commission website improvements through the management contractor
- To lead the teams in bi-monthly website update sessions to ensure content is kept fresh and relevant.
- To manage the content and frequency of the regular emailshots to the organisation's database.
- To ensure the smooth running of the ticketing systems, with regular input from the Commercial and Events teams
- To ensure the effective capture of data for the emailshots database and to devise strategies for growth

Print and advertising

- To leverage any print advertising into organic content and social media

PR

- To identify and execute a regular pattern of stories for local and regional news outlets for the target general audiences
- To supervise the PR plans of the area specialists.
- To track and record traditional PR output.

Data

- To ensure that GDPR compliant data is captured across the site and recorded.
- To seek new and compliant ways to generate data and grow the database.
- To manage and grow a database of media contacts

Brand

- To ensure that content delivered by all parties reflects the Shuttleworth brand as defined within the Digital Marketing Strategy 2021.
- To ensure that all content is delivered to the highest quality in grammar, spelling and accuracy
- To uphold and draw attention to the Shuttleworth Trust brand guidelines across the site

Reporting

- To agree suitable metrics and reporting mechanisms with the Executive Director
- To manage the recording of metrics in line with reporting requirements
- To track and record expenditure in line with the budget

Research

- To facilitate and be a point of contact for researchers on site including ALVA, Visit England and local research
- To disseminate research reports to relevant staff across the site.

Development

- To promote an inclusive attitude to marketing across the site
- To identify medium term trends, platforms and technical developments
- To identify and undertake training and development in these areas
- To advocate for digital marketing across the site.

Financial

- To manage and track marketing expenditure in line with agreed budgets and forecasts.
- To develop the annual marketing budget submission

Administration

- To ensure all communications are responded to or forwarded to agreed handlers.
- To ensure all financial procedures are adhered to as required by the Accounts department

Relationships

- To invest in and promote close working relationships with the Friends organisations' communications teams, in particular the SVAS
- To identify and suggest new additions to the key stakeholders database to the Executive Director
- To nurture relationships with external media
- To develop new relationships and partnerships with external stakeholders where appropriate

Budgets and Resources

- Provide effective budget management and reporting
- Reduce operational costs and maximize resources while maintaining standards of products and services

Policies and Procedures

- Comply with Health and Safety legislation
- Comply with GDPR legislation
- Adhere to organisational policies
- Develop and maintain policies and procedures that support and deliver departmental objectives

Personal Responsibilities

- Demonstrate personal integrity in all day to day interactions with colleagues, working as a positive influence and role model, acting with professionalism and tackling challenges in a pragmatic and collaborative manner to bring staff and volunteers along with changes and developments
- Protect the reputation of the Trust.
- Maintain professional levels of confidentiality commensurate with the role
- Champion and model the Principles of the Shuttleworth Trust.

Hours and Physical Conditions

Full time 5 days over 7 with some weekend and evening working expected where required.

This is a description of the job at present. The above is not intended to be a comprehensive list of key responsibilities or duties. Other related duties may be required from time to time. It is the practice of the Trust to periodically review job descriptions and to update them to ensure that duties relate to the job then being performed. It is our aim to reach agreement to reasonable changes following consultation. However, if agreement is not possible, the Trust reserves the right to make reasonable changes after consultation.

Selection Criteria

CRITERIA	STANDARD	E/D	EVIDENCE
Qualifications	<ul style="list-style-type: none"> • GDPR Training • Marketing related qualification • Member Chartered Institute Marketing 	D E D	
Work Experience	<ul style="list-style-type: none"> • 5 years relevant experience • Experience of a digital and non-digital marketing mix • Experience gained in B2C environment • Heritage or visitor attraction marketing • Working with the media 	E E E E D	
Skills and Knowledge	<ul style="list-style-type: none"> • Understanding of audience development and marketing planning • Excellent grammar and punctuation • Visual acuity • Copywriting for a range of audiences • MS Office • Design software skills 	E E D E E D	
Aptitudes	<ul style="list-style-type: none"> • Positive, motivated and resilient • A strong team player • Understands and supports Shuttleworth's purpose and values • Calm and friendly • Willingness to engage in training and to improve skills 	E E E E E	