

Job description

Job Title: Junior Marketing Executive
Reports to: Marketing Manager

8 week summer contract – immediate start

Purpose of the Job

- To support the marketing strategy for Shuttleworth air shows and visitor attraction, for general and specialist Collection audiences
- To develop and feed the web, social media and PR output for the Shuttleworth Trust
- To uphold and advocate for the Shuttleworth Trust brand and its visual style guide.

Job Functions

Audience development

- To identify, support and promote areas of the air shows and visitor experience that appeal to specialist and family audiences.

Social media

- To create and respond to social media content across Twitter, Instagram, Facebook, YouTube and LinkedIn
- To ensure familiarity and use of social media management platform software
- To grow the social media following and profile across all platforms, increasing engagement and interactions.

Website and email

- To contribute to regular email shots to the organisation's database
- To review, update and contribute to agreed areas of the Shuttleworth website, including images and responding to feedback.

PR

- To identify and execute a regular pattern of stories for specialist news outlets for the target specialist audiences
- To support accredited event media
- To track air show reporting and contribute to the central reporting structures.

Print

- To manage the content development and production of air show programmes and other marketing materials to agreed budgets and timescales.

Communications

- To brief the Commentary team for air shows, ensuring full and balanced information for a variety of audiences is matched with accuracy in relation to Collection exhibits.
- To represent the Shuttleworth Trust to the media where appropriate.

Filming

- To supervise filming projects for media and commercial purposes.

Brand

- To ensure that all content is delivered to the highest quality; particularly with regard to grammar, spelling and accuracy
- To uphold the Shuttleworth Trust brand guidelines.

Policies and Procedures

- Comply with Health and Safety legislation
- Comply with GDPR legislation
- Adhere to organisational policies

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.

Our Principles

We treat each other with kindness and respect

We make everyone welcome

We learn from our mistakes and bounce back when things go wrong

We equip and support our teams with modern day business skills

We embrace commercial success in a way that respects our past traditions

We educate by telling stories and providing experiences

We preserve our unique heritage and keep it in working order

Working environment

Location

Shuttleworth is a visitor attraction, and working on site, gaining an understanding of our events and responding to our visitors is important. While there are occasional remote working opportunities, this role is based on site at the Shuttleworth Trust in Old Warden, Bedfordshire.

Hours

This role supports the key event season. Early, late, daytime and weekend working will be required. A working week may vary from 35 – 55 hours, depending on schedule and events. The successful candidate must be able to commit to the contract duration without major holiday interruptions.

Pay

This role is based on an hourly pay of £15 per hour.

Benefits

You will enjoy:

- A stimulating and supportive working environment
- complimentary access to the daily Shuttleworth visitor attraction for you/your immediate family
- generous discounts in our shop and café

- generous discounts to our air shows and events
- free parking
- a shared office overlooking the engineering activities of the Shuttleworth Collection and adjacent to the tranquil Swiss Garden.

Selection Criteria

E- Essential, D-Desirable

CRITERIA	STANDARD	E/D	EVIDENCE
Qualifications	<ul style="list-style-type: none"> • Sector qualifications in marketing • This role would suit a recent graduate 	D	Evidence at interview
		D	Application
Work Experience	<ul style="list-style-type: none"> • Experience in the generation of a wide range of social media content • Experience of working in a marketing office or agency 	E	Demonstrable activity
		D	Application
Skills and Knowledge	<ul style="list-style-type: none"> • Excellent grammar and punctuation • Visual acuity • Copywriting for a range of audiences • MS Office • InDesign skills • Working knowledge of analytics and digital marketing 	E	Demonstrable activity
		D	Application
		E	Demonstrable activity
		D	Application
		E	Application
		E	At interview
Aptitudes	<ul style="list-style-type: none"> • Positive, motivated and resilient • A strong team player • Understands and supports Shuttleworth's purpose and principles • Calm and friendly • Willingness to engage in training and to improve skills 	E	Application
		E	Application
		E	Interview
		E	Application
		E	Application/interview

Deadline for applications: Friday 8th July 2022.

Please submit a CV and cover statement to jobs@shuttleworth.org