

<b>Job Title</b>	<b>Marketing Officer</b>
<b>Responsible to</b>	Head of Operations, but working across all departments
<b>Responsible for</b>	Volunteers, Work Experience, Placements
<b>Remuneration</b>	£27,000 per annum, pro rata
<b>Hours</b>	21 hours per week to include Fridays. Occasional weekend and evening working expected to support various Trust activities.
<b>Location</b>	Powell-Cotton Museum, Quex House and Gardens, Quex Park, Birchington, Kent, CT7 0BH
<b>Contract</b>	Part-time, Permanent
<b>Closing Date</b>	Thursday 2 <sup>nd</sup> December 2024, 5:00pm
<b>Interviews</b>	Monday 16 <sup>th</sup> December 2024
<b>Start Date</b>	Mid January 2025, if possible

## About Us

The Powell-Cotton Trust is an independent charitable trust (reg no 1167318) which runs the Powell-Cotton Museum, Quex House and Gardens in Birchington, Kent.

The Powell-Cotton Trust has a broad and diverse collection, built up by the Powell-Cotton family and their associates, largely between 1890-1940. Today the collection includes 6,000 mammal specimens, 20,000 ethnographic objects, 8,000 archaeological objects, firearms, fine art and furniture and an extensive library and archive including documents, photographs and film. The Trust also has responsibility for the care of Quex House, the Powell-Cotton family home, a Georgian manor with extensive Edwardian alterations.

Quex Gardens have a long history and provide a good range of horticultural interest including specimen parkland trees, a woodland walk, herbaceous and rose borders, shrub beds and a sunken pond area with formal bedding. The Gardens are undergoing an ongoing restoration programme and the focus is a large scale refurbishment of a Victorian walled garden with its associated glasshouses and kitchen garden planting.

## Vision

We will be an inclusive, engaging and collaborative centre of excellence enabling exploration of our world class collections and garden to deliver lifelong learning, research and social impact, locally, nationally and internationally.

## Job Purpose

We are looking for a marketing and communications professional to join our team. You'll have the skills to understand the needs of our audiences and provide effective communications which inform and inspire people to connect with us.

A creative and learning mind is required for this role, with an underpinning desire to understand people; who they are, why they might connect with the Powell-Cotton Museum, Quex House and Gardens, and the responsibility we all have to communicate respectfully.

You'll be responsible for campaign research, design, delivery and evaluation to reach and increase audiences. With a high level of written English, you will provide copywriting for all external communications and campaigns, conveying our core brand voice and values.

As an ambassador for our attraction, you'll foster positive relationships with our community, audiences and B2B partners through in-person networking, events, collaborative working and thoughtful messaging.

Your digital skills will be current, with the ability to produce and manage inspiring online content through online platforms, 3rd party websites, social channels and our own website.

You will support the management of the on-site and online ticketing systems to ensure the visitor journey is flawless, secure and commercially effective. Source effective offers with partners to ensure we are reaching potential audiences that could be compelled to visit through discounts and offers.

With a savvy approach, we need you to manage relationships with agencies and advertisers, negotiating rates and ensuring effective campaigns are received by set deadlines.

## Role Specific Activities

### Content and Access

- Contribute to the Marketing Strategy and develop and implement the plan and actions required.
- Liaise with internal colleagues across the Trust to gather information from which to create engaging, relevant and meaningful content for use across all our marketing outlets.
- Work with external stakeholders to create marketing and campaigns that raise awareness of the Trust's work, speak respectfully to our audiences, increase engagement and drive visits.
- Proactively ensure all marketing and communications consider accessibility and are designed to be enjoyably accessed by all.

## **Digital Platforms**

- Plan and execute effective digital advertising campaigns being responsible for all our social media channels, including Google Reviews and Trip Advisor, and replying to all comments, reviews and questions.
- Manage our website to ensure it is up to date, accessible and is working within Google requirements including meta descriptions and ad word cross-compatibility.
- Manage our google ads campaigns, ensuring best effectiveness of the google ads grant and any GDN campaigns.
- Produce news and co-ordinate News and Blog updates for our website and 3rd party websites.
- Lead on email marketing via our monthly newsletter, membership messaging and CRM to build knowledge of our audiences, understand the visitor journey and improve satisfaction.
- Ensure all digital platforms and 3rd party websites have current opening times, prices and other visitor information.
- Support the management of our onsite and online ticketing systems to ensure the visitor journey is flawless, secure and commercially effective.

## **Print Media**

- Plan and execute effective printed advertising campaigns which could include leaflets, posters, billboards, magazines, newspapers.
- Administer campaigns and monitor performance, adjusting as necessary.
- In collaboration with PR Consultants, assist in supplying content for press releases keeping media outlets informed of our work.
- Work with Collections, Learning and Garden colleagues to support the development and delivery of site signage, wayfinding and visitor information.

## **Monitoring and Reporting**

- Support the implementation of evaluation methodologies, gathering qualitative and quantitative feedback to guide our work and identify target audiences.
- Produce reports that analyse and reflect upon campaign performance and the overall marketing strategy.
- Source charitable discounts, grants and offers to reduce operating costs or increase budget.

## **Other**

- Be responsible for the management of any assigned budgets allocated to the role, ensuring that best value is achieved always.
- Identify and assist with the development of external funding applications relevant to your role.
- Identify and engage specialist contractors (website developers, etc) as needed.
- Plan and deliver training for staff and volunteers relevant to marketing and social media if required.

- Act as a keyholder as required, with responsibility for ensuring that the Museum and Quex House are securely locked/unlocked and alarmed/de-alarmed.

### **General Responsibilities**

- Actively participate in the wider life of the Powell-Cotton Museum, Quex House and Gardens contributing to inter-disciplinary teamwork, projects and good internal communication.
- Develop and promote equal opportunities in service delivery as well as employment and procurement practices, ensuring the service reflects and provides for the community.
- Promote the Powell-Cotton Museum, Quex House and Gardens, its values and its services.
- Ensure compliance with all Powell-Cotton Museum, Quex House and Gardens policies.
- Undertake appropriate training as available and determined with your Line Manager.
- Work flexible and variable hours including some weekends and evenings to support the delivery of your role.
- This role will occasionally require travel to networking and promotional events, therefore we do require you to be happy to do this either by personal vehicle or public transport.
- Undertake other duties as requested by your Line Manager.

### **How To Apply**

To apply, email your CV and a covering letter outlining your interest and suitability in this role to Sarah Corn, CEO, on [sarah.corn@powell-cottontrust.org](mailto:sarah.corn@powell-cottontrust.org) by Monday 2<sup>nd</sup> December 2024, 5.00pm.

The Powell-Cotton Museum, Quex House and Gardens is an Equal Opportunity Employer. We are committed to treating all applicants and employees fairly and equally regardless of race or colour, nationality or national or ethnic origin, religion or religious belief, political belief, parental or marital status, class or social background, sex or sexual orientation, disability, or age.

We would like to encourage you to suggest ways we can make this role more accessible to you through the application and interview process.

We are an accredited Living Wage Employer.



## Person Specification

Short-listing and selection will be based on the criteria set out here. Do make sure that your covering letter fully demonstrates how you satisfy the points listed, drawing on your personal and work experience, education and training. All the criteria are essential for the role, however we expect candidates to be committed to continuous professional development so please consider how this role will complement your career aspirations.

If invited to interview, please be prepared to share marketing work that you have produced and are proud of. We will ask that you submit a portfolio (hard copy or online link) in advance of meeting with us.

<b>Qualities</b>	<b>Identified by:</b> Application (A), Interview (I), Presentation (P), Portfolio (F)
<b>Knowledge</b>	
Confident understanding of the wide marketing mix, trends and latest developments.	A,P
Value of customer feedback, evaluation and related KPI's.	A,P
Site presentation standards including signage, wayfinding and information.	A,I
Must have a good understanding and commitment to Health and Safety standards and requirements	A,I
Accessible communications and messaging, including reading devices, alternative image descriptions.	A,I
Knowledge and understanding around the ethical challenges that the museum sector faces.	A,I
<b>Abilities and Skills</b>	
Excellent written and verbal communication skills, with the ability to adapt tone to audience.	A,I,P
Confident networking and negotiation skills.	A,I
Ability to work on own initiative within stated guidelines, manage own workload and prioritise effectively to meet deadlines	A,I
Excellent administrative and organisation skills, IT proficient in all MS applications.	A
WordPress, SEO plug-in, email, survey & campaign software (preferably Mailchimp)	A,F
Design skills using Canva, Adobe or other	A,P,F
<b>Experience</b>	
Wordpress website management.	A,F

Working with external stakeholders such as press, destination tourism agencies, and local businesses.	A,I
Working in a non-profit, charity or museum	A,I
Managing business accounts on Google platforms including analytics, ads, business listings	A,F
Budget creation and management	A,I
<b>Qualifications</b>	
Marketing or Communications higher level or professional qualification (or demonstrable learned experience)	A,I,F
GDPR and Cyber security professional certificates	A
GCSE English Language Grade B or higher, or demonstrable written English language skills	A,P,F
<b>Other</b>	
A commitment to Equal Opportunities	A
A commitment to personal development and undertaking required training for the post	I
Happy to travel either by use of own or public transport	A