

Job title - HCPT Marketing and Development Manager

Reporting to - Hartlebury Castle Activities Officer

Management Responsibility for - Marketing volunteers

Salary - £25,000 pro-rata (£20,000 actual) 4 days per week. 2 year fixed term contract

Job Background

An exciting opportunity has arisen to join the team at Hartlebury Castle, in the role of Marketing and Development Manager. We are looking for a dynamic, creative and imaginative individual with marketing and heritage management experience and good commercial acumen. You will play a key role in helping to plan, implement and manage marketing and communications campaigns to raise the profile of Hartlebury Castle maximize visitor numbers and achieve income targets. The role will encompass all aspects of marketing, including campaign delivery, digital media and PR.

Grade I listed Hartlebury Castle is a unique and very special national historic asset. Now owned by Hartlebury Castle Preservation Trust (Reg. Charity 1127871), the Castle was home to the Bishops of Worcestershire for over 1,000 years. The Trust was able to purchase the former Bishops Palace and its surrounding estate and embark upon an ambitious restoration project which is on schedule to complete in spring 2018, with the generous support of the Heritage Lottery Fund.

The work currently being undertaken by the Trust, will restore the fabric of the Bishops Palace, upgrade the building's infrastructure, introduce new galleries, reopen some of the Castle's principal rooms to the public and create access for the first time to the wider Castle grounds.

With visitor numbers targeted to reach over 40,000 by 2020 and working in collaboration with Worcestershire County Council and Museums Worcestershire, The Trust's aim is to create an engaging and exciting visitor experience which will include tours of the Castle and grounds, regular events and activities, a café and shop. Worcestershire County Museum is already housed in the north wing of the Castle and attracts up to 25,000 visitors per annum.

Purpose of role:

- To implement Hartlebury Castle's marketing communications strategy, in collaboration with Worcestershire County Council and Museums Worcestershire, with an initial short term focus on ensuring the Castle's effective public re-launch in late spring 2018.
- To manage the creation and delivery of marketing collateral and campaigns for Hartlebury Castle Preservation Trust, targeting segmented audiences to ensure maximum awareness,



interest and engagement with Hartlebury Castle, both as a visitor attraction and as a private hire venue.

- To work in conjunction with HCPT's Activity Officer to devise and implement activity and event specific marketing and audience communication plans in-line with the HLF funded activity plan and overall communications strategy
- To support HCPT's Trustees in identifying and delivering appropriate fund raising activities and commercial revenue streams that will ensure the sustainability of Hartlebury Castle.

Main Activities & Responsibilities:

Responsibilities

- Implementing Hartlebury's Castle's marketing communications strategy in order to:
 - Retain and encourage repeat visits from current visitors to the site following re-launch
 - Increase the number of visitors to Hartlebury from those demographic and socio-economic groups that are currently underrepresented in the visitor profile
 - Raise overall awareness of Hartlebury Castle beyond Worcestershire into the wider West Midlands
 - Raise the profile of Hartlebury Castle and encourage its use as a venue for private hires
- Ensuring consistent use of brand guidelines in all communications (internally and by partners and third parties)
- Relationship holder with key heritage and tourism partners
- Day to day relationship holder with HCPT's on site catering and wedding and commercial event partners
- Oversight of on-site retail offer
- Delegated annual budget holder for HCPT marketing communications
- Key Holder

Activities

- Co-ordinating print production and distribution of marketing collateral, including digital marketing materials, creating and proof-reading copy and liaising with agencies, graphic designers and other partners as required
- Developing project-specific marketing campaigns as required alongside the wider team project and partners e.g. to encourage volunteer recruitment
- Generating press releases and other opportunities including press previews, photo calls, visits and Familiarisation days to engage the media with the ongoing development at Hartlebury Castle
- Overseeing the Trust's website and managing social media accounts, ensuring that they are relevant, vibrant and up to date
- Creating and developing content for HCPT's website and social media accounts,
- Ensuring the Castle's presence on relevant tourism and events websites and in social media
- Provide immediate response to requests for marketing collateral and image enquiries



- Developing and maintaining the Trust's print, media and photography archive
- Evaluating both traditional and digital marketing activity and ensuring that this learning informs future campaigns
- Devising and implement a stakeholder communication plan
- Competitor analysis of similar local attractions, historic houses, museums
- Ensure correct recognition for HLF and other partners and funders
- In the event of an emergency assist with any response and recovery from a communications perspective
- To assist in the recruitment of a team of marketing and retail volunteers at Hartlebury and oversee their tasks.
- In conjunction with HCPT's on site catering and wedding and commercial event partners develop Hartlebury Castle's reputation as a wedding and private hire venue, from market research and brochure design, to handling initial enquiries and converting to bookings as required.

Generic Accountabilities:

- To maintain personal and professional development to meet the changing demands of the job, participate in appropriate training activities and encourage and support other staff and volunteers in their development and training
- To undertake other such duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job
- To undertake health and safety duties commensurate with the job and/or as detailed in the Health and Safety Policy
- The duties described in this job description must be carried out in a manner which promotes equality of opportunity, dignity and due respect for all employees and volunteers

Key Relationships - Internal and external

- The post holder will be required to build effective and responsive relationships with a range of partners and funders notably Museums Worcestershire and Worcestershire County Council
- HCPT's on site catering provider and wedding and commercial event partners
- Visitors, suppliers and contractors & consultants, volunteers supporting marketing events activity
- Trustees



In all such contact the post holder will be required to present a good image of Hartlebury Castle and Hartlebury Castle Preservation Trust as well as maintaining positive and constructive relationships.

Person Specification

ESSENTIAL	DESIRABLE
Education/Training <ul style="list-style-type: none"> Education to degree level or higher in relevant subject (marketing, arts, heritage, museum studies) or have 'or have demonstrable equivalent experience' 	<ul style="list-style-type: none"> A commitment to professional development Be a personal licence holder or be willing to train to become a personal licence holder
Experience <ul style="list-style-type: none"> Proven experience of developing and implementing marketing plans/strategies within a limited budget and resources in a heritage or museum environment Experience of working with creative and design agencies Experience of digital marketing and its application for heritage and museums Experience of social media and running successful engagement campaigns Proven track record of working across teams/organisational partnerships to deliver outcomes 	<ul style="list-style-type: none"> Experience of print design and production Visitor or customer service experience in a heritage environment Experience in the retail, hospitality or tourism sector Previous experience of working on a HLF funded project, including knowledge of HLF procedures and reporting frameworks
Knowledge& Skills <ul style="list-style-type: none"> Excellent written and spoken communication skills Excellent interpersonal and influencing skills Skilled in working within and across teams Well-developed computer skills with proficiency in Microsoft Office packages and Mail Chimp and WordPress knowledge Excellent organisation and time management skills and the ability to 	<ul style="list-style-type: none"> The ability to adopt a variety of communication styles with a wide range of people An understanding of the importance of broadening access to heritage to the widest possible audiences Ability to appreciate different points of view and potentially varying interpretations of information and situations

produce work of high quality to tight timescales	<ul style="list-style-type: none"> • Ability to act as an advocate and spokesperson for HCPT • Excellent copywriting skills and creative thinking
Personal Qualities <ul style="list-style-type: none"> • Strong interpersonal and networking style • Self-motivated, able to work on own initiative and as a team member • Ability to work flexibly and prioritise a diverse workload • Flexibility to regularly work evenings and weekends 	<ul style="list-style-type: none"> • Confident networker • Uses political judgement and sensitivity • Committed to acting corporately and collaboratively. • Strong customer service ethic

Additional Information

Hours of work - This is a part time (30 hours/4 days per week) fixed term position based at Hartlebury Castle. This will include some weekend/evening working and flexibility will be required.

This post is part funded by the Heritage Lottery Fund

Equality and Diversity

-The Trust has a strong commitment to achieving equality in its service to the community and the employment of people and expects all employees to understand, comply with and promote its policies in their work.

