



Marketing & Fundraising Assistant - Job Description

Job Title – Marketing & Fundraising Assistant

Reporting to – Sales & Marketing Manager

Salary – £21000-£23000 depending on experience

This is a fixed term position for 2 years

Job Background

Hartlebury Castle has a fascinating history, with many intriguing stories to tell. Three of its bishops became saints, two were burned at the stake and one became the Pope who refused Henry VIII his divorce. They have amazing stories to tell and their history alongside that of Hartlebury Castle is inextricably linked with the history of the nation.

The estate is owned by Hartlebury Castle Preservation Trust, a registered charity. Our purpose is to bring the wonderful stories of those who lived and worked at the Castle to our visitors and the wider public. Working in collaboration with Museums Worcestershire, who operate Worcestershire County Museum, visitors can experience hands-on exhibitions, talking portraits and a beautiful moat walk as part of their day out.

The estate includes a café, shop and let cottages. We also continue to make memories as a unique private function and wedding venue.

In the aftermath of the pandemic and now in the cost of living crisis, the Trust intends to reposition itself, creating opportunities to build new audiences and fundraising streams. As part of this, we are looking to appoint a Marketing & Fundraising Assistant.

Overall purpose of the role

To support the planning and implementation of marketing, communications and fundraising strategies as the Trust works to rebrand and reposition itself as the owners and operators of the Hartlebury Castle Estate.

Duties and responsibilities

- To deliver the Trust's marketing and communication strategy with these objectives:
 - Increase the number of visitors to Hartlebury Castle and its events
 - Encourage return visits and long term engagement
 - Raise awareness of Hartlebury Castle Preservation Trust and its activities
- To work with the Management Team and Trustees to develop and support the implementation of new fundraising strategies.

- To assist in the repositioning and rebranding of Hartlebury Castle Preservation Trust.
- To produce Hartlebury Castle's regular e-communications and publication articles.
- Ensure consistent branding across all communications and relevant funder/partner branding requirements are followed.
- To deliver Hartlebury Castle's social media communications including creation of content.
- Overseeing the Trust's website, ensuring it is relevant, vibrant and up-to-date.
- To oversee the collation of event recording such as photographs and video.
- To assist with Visitor Engagement staff cover at events and day to day, if required.
- To be an ambassador for the Hartlebury Castle Preservation Trust, ensuring that visitors have a clear understanding of the vision and values of the charity.
- To maintain a professional and business-like appearance commensurate with this customer facing role and communicate in a warm, welcoming and approachable manner.
- To support HCPT's fundraising objectives by ensuring visitors and stakeholders are aware of the opportunities available to support the charity's work.
- To collate and analyse feedback to assist the development and generation of new ideas or approaches in order to continuously improve strategies.
- To maintain personal and professional development to meet the changing demands of the job.
- 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 – other staff and volunteers across HCPT and Museums Worcestershire, HCPT Trustees
- External – to include visitors, event organisers, artists, performers, designers, Ecologists, Heritage professionals, writers, researchers, teachers, university professionals, suppliers and contractors, venue managers, etc

Additional Information

Hours of work: This is a full time role based at Hartlebury Castle. The role may also include weekend/Bank Holiday/evening working during events.

Access to site: Due to the rural location of the site and restricted public transport, ideally the post-holder will have access to and use of own transport.

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.

Health and Safety

The post holder shall ensure that the duties of the post are undertaken with due regard to the Trust's Health and Safety Policy and to their personal responsibilities under the provisions of the Health and Safety at work Act 1974 and all other relevant subordinate legislation.

Statement of Commitment to Safeguarding of Children and Vulnerable Adults through safer employment practice

The Trust is committed to safeguarding and promoting the welfare of children and vulnerable adults. Safe recruitment of staff is central to this commitment, and the Trust will ensure that its recruitment policies and practices are robust, and that selection procedures prevent unsuitable people from gaining access to children, young people and vulnerable adults. All staff employed to work with or on behalf of children and young people in the Trust must be competent.

All staff working with Children & Vulnerable Adults should be aware of, and share the commitment to, safeguarding and promoting the welfare of children, young people and vulnerable adults when applying for posts at the Trust.



Marketing & Fundraising Assistant - Person Specification

Essential

- Marketing qualification or demonstrable marketing experience in a comparable environment
- Proven experience of implementing marketing plans and strategies in a comparable environment
- Experience of working with creative and design agencies
- Excellent working knowledge of the principles of digital marketing and increasing engagement through social media including vibrant content creation
- Excellent written and interpersonal skills with the ability to communicate at all levels
- Excellent copywriting skills and creative thinking
- Proficiency in Microsoft Office packages. Mail Chimp and WordPress knowledge
- Excellent organisation and time management skills and the ability to produce work of high quality to tight timescales
- Self-motivated, able to work on own initiative
- Willingness to work flexibly as part of a small team

Desirable

- Experience of working in the heritage or visitor attraction sector
- Marketing degree
- Experience of promoting and delivering corporate and individual fundraising activity and maintaining donor relationships
- An understanding of the importance of broadening access to heritage to the widest possible audiences
- Proficiency in using design software (eg Canva, Open Source options or Adobe)