

INSOLE COURT TRUST

ROLE PROFILE

MARKETING OFFICER

PART TIME 32 HOURS PER WEEK

(TEMPORARY MATERNITY COVER -10 MONTHS)

£18,000 PRO RATA

MAY 2019



SUMMARY

Job Title: Marketing Officer
Reporting To: Director
Location: Insole Court, Llandaff, Cardiff
Salary: £18,000 PRO RATA (32 Hours per week)

INTRODUCTION

Insole Court is a magnificent Grade II* listed Victorian mansion house and outbuildings set within a public park in Llandaff, Cardiff. It has undergone extensive refurbishment as part of a major renewal project funded by Heritage Lottery Fund, Big Lottery Fund, Cardiff Council, Cadw and other donors. Since reopening in 2016, Insole Court has been operated by a registered charity, the Insole Court Trust.

The renewed Insole Court is both a visitor attraction and a community hub. The Mansion features dedicated heritage interpretation, and an exhibition that tells the story of its survival and the role of the Insole family in industrial South Wales. There are also grand rooms that are hired for meetings, events and receptions. The Stable Yard provides community facilities and features a Visitor Centre, hire rooms and activity spaces alongside a popular café, the Potting Shed.

The site now welcomes over 10,000 visitors per month and is becoming a much-loved part of Cardiff's cultural landscape.

The Insole Court Trust welcomes applications from candidates from a wide range of backgrounds, experience and circumstances.

KEY RESPONSIBILITIES

Day to day upkeep of the Insole Court website using a content management system ensuring it is up to date and relevant

Manage the charity's advertising strategy to broaden public awareness of Insole Court while working within a set budget

Collate research and figures to contribute to Board reports

Undertake audience research as directed by the Director to inform marketing plans

Assist with public relations and the development of relationships with press and media organisations. Monitor press activity and provide monthly reports on the Court's press coverage for staff and the Board

Maintain and monitor social media platforms; generating content and conversation in line with the Court's brand and tone guidelines

Ensure that Marketing and Communications activity fully supports and promotes the fundraising objectives of the Trust

Updating and maintaining CRM systems in compliance with GDPR rules and regulations

Plan and carry out direct marketing activities such as direct mail and email newsletters

Act as a main point of contact for visitors via telephone, social media and in person, dealing with complaints, queries and requests

Assisting with a variety of print production, copy-writing, and proofing

Helping with event coordination and set-up

PERSON PROFILE

This is a role that would suit someone with excellent interpersonal and administrative skills. You must be able to work on your own initiative and be proactive in dealing with day to day requirements and tasks. You will be able to multitask, working independently and have the ability to prioritise your workload effectively. You will be a key part of a small but dedicated team.

Candidates should be able to demonstrate the following:

Essential

Previous marketing experience necessary, either through working in an agency environment or in-house

Able to work independently to plan and manage own workload

Excellent communication and teamwork skills with the ability to work well under pressure

Experience of using a website content management system

Excellent knowledge of multiple social media platforms

Experience in public relations including the writing and issuing of press releases

Excellent planning and organisational skills

Knowledge of data protection and best practice
Attention to detail when proofing
Willingness to work occasional evening and weekends
Experience of using a CRM management system, preferably MailChimp
Excellent customer service skills
Educated to degree level or equivalent

Desirable

The ability to speak Welsh
Experiences of using graphic design programmes such as Adobe Photoshop and InDesign
Experience of heritage or cultural organisations

TERMS AND CONDITIONS

Contract Term: Temporary (Maternity Cover – 10 months) Part Time –
32 hours per week
Salary: £18,000 PRO RATA
Hours of Work: 32 hours per week. There will be a requirement for some evening and weekend work
Leave Entitlement: Holiday accrued at 10.77% of working hours
Pension: In accordance with government regulation
Contract: A contract of employment will be issued upon commencement of employment, which may be supplemented with (non-contractual) terms in the Insole Court Trust Staff Handbook as staff policies are established

HOW TO APPLY

To apply for this position, please submit the following:

- A completed Application Form
- A completed EOPS monitoring form (optional)

Applications should be marked 'Marketing' and sent by email to enquiry@insolecourt.org

All referee details will be treated in the strictest confidence, and no referee will be approached without prior consent.

Applications close: Midday on Friday 17th May

Interview date for successful candidates: Wednesday 22nd May

The decision regarding invitation to interview will be based on the information provided in the Application Form.

Candidates shortlisted for interview will be contacted during the week beginning 18th June 2018. Interviews for short-listed candidates will take place at Insole Court. A tour of Insole Court will be offered ahead of an interview.