

Job Description and Person Specification

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| Job title: | Senior Marketing and Digital Officer |
| Location: | Based in Charlton House in Greenwich (from home during Covid-19 social distancing measures) |
| Contract: | Permanent |
| Salary: | £25,000 - £27,000 per annum |
| Hours: | 37.5 hours (would consider flexible four days a week) |
| Role: | <p>This not-for-profit organisation is looking for an experienced and creative marketing Officer with digital skills to join their team.</p> <p>You will provide support to the Head of Marketing and Public Engagement and provide marketing expertise to the wider team.</p> |

The Organisation

Royal Greenwich Heritage Trust (RGHT) formed in May 2014 to strengthen the management of important historic buildings and community assets in the Royal Borough of Greenwich. These include Charlton House, the Museum & archive collections of the Borough, Tudor Barn, Eltham, and various memorials across the Borough. Our purpose is to help people find out about and enjoy the history and heritage of the Royal Borough of Greenwich and surrounding area; to conserve the heritage assets in the Trust's care and ensure that these assets – buildings and landscape, collections and archives – and the history of the Royal Borough are shared with as many people as possible. Our regular activities include learning and participation – formal and informal history and heritage learning activities (in reach and outreach); visitor services – public access to our Museum and archive collections and to Charlton House & gardens, exhibitions and events; festival and weddings; care of heritage assets – working with partners to manage the assets in our care; and working with volunteers.

The Trust has a diverse range of stakeholders and audiences including but not limited to Trustees, Royal Borough of Greenwich, local amenity groups, community groups, volunteers, families, adults and schools.

Main Job Purpose

This not-for-profit organisation is looking for an experienced and creative Senior Marketing and Digital Officer with digital skills to join their team.

You will provide support to the Head of Public Programming and provide marketing expertise to the wider team.

Job Role

- Write and implement communications plans for projects or campaigns to support the Trust's visitor, education, events, outreach and business aims.
- Develop and optimise The Trust's digital channels,
- To maximise access to our website and develop email communications
- Communicate compelling stories and key messages to specific target audiences through a variety of mediums
- Ability to write effective and engaging copy for specific target audiences
- Experience creating and implementing effective PR strategies and campaigns
- Knowledge of graphic design principles and experience of applying them when producing content for digital and print mediums
- Knowledge and experience of web-editing and content management
- Manage the annual planning, production and distribution of consumer flyers and on-site visitor collateral.
- Deliver ad hoc projects including competitor analysis which feed into the Trust's strategic planning.
- Act as brand guardian for RGHT providing support for colleagues and partners where necessary.

Person Specification

The post holder will need to be an enthusiastic and confident individual who is passionate about marketing and communications and able to identify new opportunities and bring new ideas to the Trust.

They will need to be professional in approach and be able to confidentially articulate ideas. They should be comfortable meeting new people. A creative thinker would be beneficial and certainly the ability to be able to critically review campaign plans and creative.

The ideal candidate will have strong experience across digital marketing, as well as with email marketing systems to produce engaging emails.

You will have superb attention to detail, excellent communication skills and have a flexible, solution focussed approach to challenges.

Working collaboratively across the organisation will be key as we look to provide high quality marketing in order to achieve our organisational goals and campaign successes

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Qualifications & Experience

(ESSENTIAL)

Proven experience of marketing and project management

Experience planning, implementing, monitoring and reporting on multi-channel campaigns. This should include offline and online media channels including out-of-home, print, email marketing and PPC.

Experience of developing social media campaigns and creating posts

Good level of numeracy.

Copywriting experience across all channels including writing optimised website and social copy.

Knowledge

Knowledge of visitor attractions (e.g. museums, galleries, heritage and leisure sites).(DESIRABLE)

Knowledge of commercial marketing disciplines (ESSENTIAL)

Knowledge of project management (ESSENTIAL)

Skills & Abilities

(ESSENTIAL)

- A strong level of numeracy and literacy is required.
- An ability to manage competing priorities.
- Ability to think creatively e.g. generating content ideas, suggesting partnerships/promotions or solving problems.
- Ability to work well across the organisation and effectively communicate with different stakeholders.
- Confident managing content creation at all levels across the organisation
- The role will need to work autonomously and the post holder should be able to be self-motivated and driven.
- Experience in managing the creative process including amends, feedback, copy and design quality checking and approvals process.

Additional information

Please note that whilst The Trust is following Government guidelines regarding working from home, this role is based in South East London and the expectation is that once restrictions are eased that the post holder will be based within this office. You may also be required to work occasional evenings and weekends which can be taken back in lieu.

Royal Greenwich Heritage Trust is an inclusive employer committed to developing a diverse workforce.