



Job Description and Person Specification

Job title:	Marketing Officer
Location:	Based at Charlton House and working across Greenwich Heritage Trust's portfolio of property as required
Contract:	Permanent
Salary:	£25 - £28,000 per annum
Hours:	30 hours (would consider part-time 21 or 28 hrs per 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 Commercial and Venue Hire Manager and provide marketing expertise to the wider team.</p>

The Organisation

Royal Greenwich Heritage Trust (Greenwich Heritage) was formed in May 2014 to manage and conserve the historic buildings and heritage assets in the Royal Borough of Greenwich. These include Charlton House & Gardens, the Museum and Archive Collections of the borough, Tudor Barn, Eltham, and various memorials across the Borough. Our purpose is to help people discover 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 are shared with as many people as possible. Our regular activities include venue hire, public events, exhibitions, learning and participation and public access to Charlton House & Gardens.

Main Job Purpose

The Marketing Officer will provide marketing support across the organisation. Primarily to generate new audiences for the Trust's activities and to support the Venue Hire Team promote the Estate. You will raise awareness of the Buildings, Archive, Collection, Events, Education services and support the brand and values of the Trust.

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,
- Create engaging content about the Trusts activities and events across our social media 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.
- Undertake market research and audience consultation.
- Propose events and activities to generate new audiences.
- Act as brand guardian for RGHT providing support for colleagues and partners where necessary.

General

In addition to the specific duties above, all RGHT employees should be aware of their responsibilities towards the following:

- To work as part of a small team and contribute to the overall aims and objectives of the Trust. To be practically involved in the day to day work of the Trust and team.
- To champion and promote the values and behaviours set out in the Competency Framework and act as an ambassador for the Trust.
- Demonstrate a commitment to on-going learning and development and to participate in any training relevant to the role and to improve performance against the Competency Framework.
- To work flexibly in response to changing organisational needs and be willing to undertake any other duty in line with the level of the job as may be required by the Trust.
- To operate in accordance with RGHT's values, policies and



procedures, including but not limited to, Health and Safety, Data Protection, Equality and Diversity and Child Protection.

Additional information

This is a description of the job as it is presently constituted. It is the practice of RGHT to examine job descriptions from time to time and to update them to ensure they relate to the job as then being performed, or to incorporate whatever changes are required to reflect the organisation's needs. This will be conducted in consultation with you. It is RGHT's aim to reach agreement on changes, but if agreement is not possible, the organisation reserves the right to insist on changes to your job description, after consultation with you

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

December 2024



Person Specification

Criteria	Essential or Desirable
You 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.	Essential
You will need to be professional in approach and be able to confidentially articulate ideas. You need to 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.	Essential
Strong experience across digital marketing, as well as with email marketing systems to produce engaging emails, and a target-driven approach to deliver visitor and income targets.	Essential
You will have superb attention to detail, excellent communication skills and have a flexible, solution focussed approach to challenges.	Essential
You will need to work 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.	Essential
Proven experience of marketing and project management	Essential
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.	Essential
Experience of developing social media campaigns and creating posts	Essential
A strong level of numeracy and literacy is required.	Essential
Copywriting experience across all channels including writing optimised website and social copy.	Essential
An ability to manage competing priorities	Essential
Ability to think creatively e.g. generating content ideas, suggesting partnerships/promotions or solving problems.	Essential
Ability to work well across the organisation and effectively communicate with different stakeholders.	Essential
Knowledge of commercial marketing disciplines	Essential
Knowledge of project management	Essential
Knowledge of visitor attractions (e.g. museums, galleries, heritage and leisure sites	Desirable