

Marketing & Communications Officer

Nottingham Castle Trust are keen to see applications from people of all backgrounds and communities and are committed to representing the diverse nature of the city. The Trust look forward to receiving applications from all suitable candidates and will conduct inclusive recruitment processes based on attitude, experience and qualifications. Nottingham Castle Trust are also committed to ensuring that no-one invited to interview should be excluded due to financial circumstances and will reimburse anyone attending interview (related costs must be supported by receipts) if required.

Interviews to be held week commencing 26th April 2021

Start date – June 2021

CV and covering letter to recruitment@nottinghamcastletrust.org by 15th April 2021

£24,000 per annum full-time equivalent.

Reports to: Marketing & Communications Manager

Purpose of Role

Responsible for working alongside the Marketing & Communications Manager to deliver compelling marketing plans. Developing successful, creative and measurable marketing campaigns to attract visitors to the Castle, participants for our formal education offer, events programme, fundraising initiatives, and promote our retail and hospitality offer, using innovative tools and techniques from across the marketing mix, both on and offline. Sharing sound marketing advice and expertise, to help provide the platform for departments from the across the Trust to achieve their full potential.

Key Responsibilities

- To contribute to the growth of audiences on a regional, domestic and international level.
- To contribute to the development of marketing strategy by planning and implementing targeted public relations, social media and marketing campaigns, across print, digital and broadcast.
- To evaluate the effectiveness of on and offline marketing activity to support the planning of future campaigns.
- To execute marketing communications initiatives from preparing a brief through to delivery including engagement of external agencies, appraisal of work, print production and distribution.
- To work collaboratively with the marketing team to develop and deliver effective campaigns to deadlines and on budget.

- To review and edit existing materials for accuracy, cross and up-selling opportunities and adherence to brand guidelines.
- To ensure all visitor information on the Nottingham Castle website is up to date.
- To work across the marketing mix and across our marketing activity as directed by the Marketing & Communications Manager.
- Promote Nottingham Castle's offer through the attendance of trade shows, sales events and conferences.
- Keeping up to date with trends and the sector to help inform campaigns.
- Monitor and develop own performance participate in regular reviews, receive feedback and undertake relevant training where appropriate.
- Input into the annual budget setting process, ensuring costs are spent within allocated spending levels and in relation to annual budget and monthly review of actual expenditure and current year forecasts, risks and opportunities.
- Input into policies and procedures within remit of the Marketing and Communications function.
- Staff have a general duty to work collaboratively with volunteers, work experience, placement participants and other members of staff; working together as a team to achieve Nottingham Castle's vision.
- Carry out any other duties as required.

Accountabilities

- Visitor numbers and mix
- Quantity and level of engagements through all channels including digital
- Hospitality, Retail and Learning sales
- Generating usable data on satisfaction and revenue from which to drive strategic decisions
- Return on effort and investment of initiatives
- Delivery of advance sales targets
- Be aware of all NCT policies and procedures and ensure that these are adhered to by themselves and their team.

Knowledge required

- Education to Degree Level or with relevant professional qualifications or demonstrable relevant experience
- Understanding of the not-for-profit-sector, preferably within the heritage sector

Experience

- Minimum of 2 years' experience in a marketing role
- Experience of using Content Management Systems, social media platforms and e-marketing tools
- Experience in the tourism industry, cultural or heritage attractions, museum or education sectors
- Experience of adherence to brand guidelines

Skills

- Excellent written communication skills; with experience of writing marketing briefs, press releases and producing creative copy for both print and online
- Ability to work quickly and manage multiple projects at once
- Ability to generate insights from audience data and desk research that can be applied to segmentation, proposition and campaign development
- Ability to deal confidently with colleagues, media and suppliers
- Enthusiasm for the Trust's aims and its independence, and an interest in all areas of the Trust's work
- A broad understanding of heritage and conservation issues, public engagement and customer-facing activities
- Ability to represent an organisation clearly and compellingly to different audiences
- Integrity
- Ability to work effectively with colleagues and support a working environment which attracts and retains talent

Other

- Ability to work flexibly, including working on bank holidays, weekends and in the evening, on occasion
- This role requires an enhanced DBS check which the Trust will organise and pay for.