



ARUNDELLS

Events and Marketing Manager

Job Description

Events

- To consolidate, build upon and proactively develop the in-house programme of wide ranging events that has been successfully created over the last eight year period. This will involve working closely with the Manager (and key Trustees) to identify and introduce new opportunities that align with the core objectives of the Sir Edward Heath Charitable Foundation, and which generate additional operating income.
- To plan and arrange each event from conception to completion – determining dates, timings, format, and resource requirements. Administering the preparatory process (including marketing) and taking responsibility for the front of house management of each event; its promotion and successful ‘on the day’ delivery.
- To design, prepare and implement cost effective and carefully tailored marketing for each event – ensuring comprehensive coverage within local publications, upon the Arundells website, additional web based / digital platforms and social media.
- To maintain, update and build the large newsletter database and to design and circulate information and news about forthcoming events using Mailchimp.
- To ascertain and arrange appropriate volunteer staffing support for each event and to be responsible for the leadership and direction of staffing at each event.
- To source, instruct and liaise with all third parties as necessary - including caterers, marquee contractors, performing artists and other companies who may be providing a specific service.
- To administer the Digitickets ticket booking software, adding events and ticketing options as required.

- To work closely with colleagues in the preparation of written risk assessments for each and all event related activities.
- To maintain records of income and expenditure for each event and additional information as may be useful for review purposes.

Marketing

- Lead the marketing and promotion of Arundells to local people, and visitors to Salisbury, both from the wider UK and internationally, working closely with the Manager and operating within a pre-determined expenditure budget.
- Maximise opportunities for editorial / media coverage at all times – within the local press, local radio and television, and across a wider spectrum.
- To build upon the good working relationships that have been established with editors and account managers of different publications.
- To formulate designs for advertisements, posters, leaflets and additional promotional material, proactively using CANVA desktop publishing software
- To lead upon, update and administer, promotional activities through social media – including Facebook, Instagram and Twitter.
- To be responsible for the Arundells website – updating and refreshing information as necessary. Reviewing and identifying opportunities to adapt the format and content of current pages (or sub-sections) to maximise the ‘Arundells message’ and building a close working relationship with the consultant web site designer.
- To work with the Manager to help develop and promote both corporate and private hospitality business opportunities at Arundells – to include business meetings, drinks receptions, private lunch and dinner parties
- To work with other tourist attractions within the Close, helping to formulate joint marketing initiatives.

General

- To be fully conversant with agreed protocols and procedures, including the operation of the intruder and fire detection systems and to be familiar with the roles and responsibilities of all staff.

- To assist with the planning, formulation and setting up / taking down of exhibitions held at Arundells – working very closely with the Curator and Front of House Manager.
- To act as a designated Fire Marshal and to undertake first aid and fire safety training as may be directed by the Manager.
- To undertake or assist with any additional duties as may be reasonably required by the Manager.

Person Specification

Essential

Wide ranging and proven experience in the planning, administration and successful delivery of a range of different events and activities for paying members of the public, corporate and private customers.

Expertise in the identification and development of new income generating events and opportunities.

Proven experience and skill in marketing and promoting events and opportunities to members of the public.

The management and effective use of mailing lists

Very good general computer skills, with knowledge of MS Office 365, CANVA, Mailchimp, WordPress and digital ticketing systems.

Good administrative skills – with the ability to maintain clear records and to set and manage simple operating budgets in a clear and efficient way within pre-determined budgetary limits.

Excellent communication skills – both verbal and written.

Resourceful, determined and conscientious. A physical ‘hands on’ approach, with a flexible attitude to work and a proactive ‘can do’ attitude to ‘getting the job done’

The ability to relate well to colleagues and to work as a team player, as well as on a standalone basis.

Experience working within the tourism, leisure or hospitality industry.

A confident and outgoing ‘people person’ with a warm engaging personality, and a great sense of humour.

Desirable

A higher level qualification in a related discipline.

A broad understanding of the demands of a heritage attraction open to visitors, in the context of a historic building with a varied collection of artwork and memorabilia

Working with groups of volunteers.

A First Aid qualification.

Health, Safety and Welfare awareness, with evidence of some experience or training in this field