

You will be responsible for co-ordinating the effective marketing of the visitor offer across your property. Working closely with key property leads and the consultancy, you will help to promote our special places, activities and conservation work to encourage support for the Trust, through visits, donations, volunteering and commercial activity. You will be responsible for on-site marketing material, property web-pages and social media accounts (where appropriate), including the creation of new content and management of existing information.

What you will deliver

It's about planning: You will help to shape the property marketing and comms plan in order to support the property's business plan. You will work with the cluster lead consultant to co-ordinate this plan with those of other properties as appropriate.

It's about delivery: Operating within the Trust's brand framework and within the relevant legislation, you will support the co-ordination and delivery of marketing and comms activity in local channels (property web pages, social media, on-site opportunities) to achieve objectives and targets. You will assist other departments in the appropriate use of different channels, including digital, in line with Trust guidelines.

It's about making the link to our conservation purpose: You will undertake specific marketing tasks and projects to promote the understanding of the Trust's work and national and regional campaigns. You will use on-site opportunities to engage visitors with the Trust's cause and prompt action (visit again, donate, volunteer, make a purchase), in line with our brand and fundraising guidelines and the visitor experience framework. This may include posters, banners, table-talkers, leaflets and other promotional materials.

It's about content: You will support the editing, creation and use of great content (copy, images, video) to tell the property's story in support of its marketing and comms plan. You will share content plans with the cluster lead consultant and via property information returns and provide content to support channels managed or co-ordinated by the consultancy (local email, Near You newsletter, handbook).

It's about audience insight: You will use supporter intelligence to understand local audiences and inform the marcomms plan. You will support the Visitor Experience team in creating programming to respond to audience insight and promote through local channels and in line with the national Marketing Communications Plan (seasonal framework).

It's about great communication: You will act as the main point of contact at your property for marketing and comms queries. You will ensure that staff and volunteers are aware of marketing and comms activity. You will alert the cluster lead consultant to any potential issues that may pose a risk the Trust's reputation.

It's about teamwork: You will be an excellent team player, working alongside colleagues and volunteers, sharing knowledge and information, helping to create a great place to work.

Our values and behaviours

Think Long Term

We look after special places for people for ever. We're dynamic, far-sighted and ready to lead for the long term. We behave in a sustainable way, reducing our impact on the environment and spending wisely to make sure we have the financial security to look after special places for ever. We keep things simple and are imaginative about finding better ways to do things.

Love Places

We love special places. We all value special places and the role they have in people's lives. We understand and keep their spirit alive, conserving our natural and cultural heritage for generations to enjoy. We celebrate the distinctiveness of our places, keeping them honest and authentic, not uniform, fake or unloved. We are all ambassadors for the Trust, promoting the importance of special places and the experiences they offer.

Inspire People

We inspire people to love special places. We're warm, welcoming and actively part of the communities around us. We encourage and listen to other people's views, needs and suggestions and we exceed people's expectations with our positive 'can-do' attitude. We thrive by involving people in what we do, inspiring them to share our passion for special places.

Share our Common Purpose

We work together to look after special places for ever, for everyone. We trust and empower each other to make the right decisions, working collaboratively and at pace. We build effective relationships, learning from each other and promoting simplicity, fairness, innovation and learning. As we work towards achieving our common purpose we're clear on what we're accountable for, making decisions within agreed frameworks.



Role profile for a Marketing Communications Officer Grade 9

Operations

Scale & scope of the role

Reports to a senior property based role accountable for the overall marketing communications function for the property. This will normally be the Visitor Experience Manager but at some properties will be the General Manager or Operations Manager.

Line management: No specific line management envisaged but possible supervision of volunteers.

Operating budget: There is no direct budget but may have responsibility for managing a delegated budget.

Area of impact: Responsible for delivery of property marketing communications activity. Inputs into the marketing communications plan. Part of the Visitor Experience team but will work across the property to deliver the marketing and communications requirements. May be fixed-term if requirement related to the delivery of a project.

Nature of impact (internal): Supports the promotion of the property and deepening people's connections with the Trust. Works with heads of departments in promoting programming and delivering effective and creative marketing opportunities for the property. Co-ordinates knowledge of activities taking place across the property. Key Relationship with Marketing Communications cluster lead consultant and other properties to ensure the property is represented in national and regional media and campaigns.

Nature of impact (external): Will alert the Marketing Communications cluster lead consultant to any potential issues that may pose a risk the Trust's reputation. Develops relationships with local stakeholders.

Knowledge, skills & experience needed

Relevant experience or knowledge in marketing / communications. Understanding of the principles of marketing and communications and how different channels can be used individually and together to deliver objectives.

The ability to plan local marketing communications activity in support of property and organisation objectives.

Understanding of brand management. The ability to operate within mandatory brand and channel guidance. Good eye for design and presentation. Understanding of the elements that make up the National Trust's brand and how to use them.

Understanding of relevant legislation: marketing codes and regulations, data protection, accessibility standards, copyright and model release.

Proven track record in creating, using and editing content in different channels (web, social media, PR, email) based on audience insight and evaluation. Understanding of how to plan journeys between channels. Knowledge of how to present mobile-first content to Trust web standards. Awareness of the importance of user experience and web accessibility.

Excellent written and verbal communication skills. The ability to write copy, proof-read, with attention to detail to ensure the accuracy of information. The ability to gather and share information with a wide group of stakeholders.

The ability to use and interpret data to understand local audiences and make marketing decisions.

The ability to manage projects. Numerate with financial skills.

Good team player. Able to motivate others with energy and enthusiasm and build strong relationships both internally and externally.

Well organised and able to manage multiple priorities and varying pressures to meet measurable targets and deadlines.

The ability to spot potential risks to reputation and escalate them accordingly. Understanding of how to handle a press enquiry. The ability to spot a potential story.

Advanced IT skills (Microsoft Office). Ability to use and edit digital media (and other marketing channels) effectively, including content management systems, an understanding of key words and tagging, and basic web analysis. The ability to select and resize images.

Author: Marketing Role Profile Champion Group Approved: M Scott
Evaluated by: Hay Evaluation Panel (JM chair)
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