



## **JOB DESCRIPTION**

**ROLE:** **Marketing and Heritage Manager**

**REPORTING TO:** **Directors**

### **ROLE SUMMARY**

The Marketing and Heritage Manager is responsible for proactively leading the marketing function at Jordans Mill, focussing on re-establishing this iconic heritage site. The role works in conjunction with the General Manager (and their team comprising the Head Gardener, Head Chef and Front of House Manager) and the Directors and family members as well as any external Marketing & PR experts to develop the marketing and brand strategy.

The Marketing and Heritage Manager is accountable for the delivery of a site wide marketing plan, which will re-imagine and refresh the existing historic mill and gardens and well as ensuring effective profiling of food, beverage and retail offerings aligned to the heritage brand, as well as ensuring the delivery of exceptional activities and events for adults and children.

This role will also lead on the marketing and selling of meeting room and function space to corporate and private clients.

### **KEY RESPONSIBILITIES**

The principle responsibilities of the Marketing and Events Coordinator will be:

- Creation and co-ordination of a brand and marketing strategy and delivery of all associated marketing activity for The Jordans Trust (Charity) and Holme Mills Heritage Centre (trading as Jordans Mill) linking the catering and retail operations clearly to the core brand identity;
- Project Management of the re-development / re-imagining of the heritage Mill and gardens experiences;
- Creation and co-ordination of annual calendar of visitor events and activities;
- Marketing and selling of all corporate and private function space;
- Communication, using all forms of media, in way which is on brand and consistent with the HMHC / JT tone of voice;
- Coordinating the response to any customer feedback via any method in a timely manner (via written feedback forms, online, social media etc);
- Implementation of updates and amendments to the company's website and social media;

- Collation and statistical analysis of data to inform senior management decision making.

### General Marketing Activity

1. Work with the Directors, General Manager and Senior Team to develop the Marketing strategy, brand vision, identity and tone of voice;
2. Design and develop appropriate marketing to support special events, visitor activities and to maximise the commercial offering of the site;
3. Work with Graphic Designers and PR specialists as required in order to work up concepts;
4. Generate content and images for newsletters and web / social media content;
5. Generate information, content and images for site signage and interpretation boards in conjunction with departmental managers;
6. Develop and deliver promotional materials, leaflets, flyers, posters, including departmental signage such as Café menu's, Shop promotions etc;
7. Engage departmental managers on a regular basis to ensure that the website, social media and marketing content is kept fresh, and opportunities are created, not missed;
8. Prepare and coordinate all internal communications relating to Marketing activity to ensure the wider team are fully aware and engaged.

### Project Management of the Heritage Site

1. Research and understand the current Jordans Trust (Mill building and gardens) offering and work to develop a long-term strategic plan for the further development of the site as a heritage tourism destination;
2. Ensure that the site offer exciting and meaningful experiences for a variety of audiences through a robust programme of public events and special tours;
3. Work to reach diverse audiences with compelling content that communicates the breadth and variety of the Jordans Mill history, focussing on communications designed to build new audiences, increase visitor attendance, and deepen people's engagement with the site;
4. Work to drive the visibility of the Jordans Mill and Jordans Trust across all channels, developing multimedia campaigns that support the promotion of our events
5. Work to establish an educational offering for schools, colleges and tour groups to develop an appeal for the site year-round.

### Marketing Administration

1. Create and maintain all customer databases ensuring full compliance with relevant data protection legislation;
2. Customer data from back-office systems, tickets sales, website enquires (i.e., mailchimp) for use in mailshots;
3. Collate, input and analyse customer feedback questionnaires;
4. Work with the General Manager and departmental heads to ensure a prompt and professional response to all feedback, such as via written feedback forms, TripAdvisor and other online sources;
5. Prepare data and analysis of all marketing campaigns and PR activity for monthly senior management and board meetings, informing decision making with and for the Senior Team.

### Events

1. Working with the General Manager and their departmental heads (Head Chef, Head Gardener, Front of House Manager, Retail Team Leader, Archivist / Historian and Tour Guides) to develop ideas for both

- regular and seasonal events such as discovery trails, craft activities, workshops and themed food-based activities and be accountable for the operational delivery of these events;
2. Work with the Volunteer Tour Guides and Jordan family members to maintain and enhance the Mill Tour and Heritage based activity on site;
  3. Work with the Retail/Admissions team to coordinate the booking of Mill Tours, ensuring appropriate resources (from both employed and volunteer team members);
  4. Coordinate with Mill Tour, Shop, Garden and F&B teams to deliver content and briefings in advance of events.

#### Business Development

1. Work with the local business community to raise awareness of the meeting facilities available and seek to optimise use of the two main meeting spaces;
2. Work with the General Manager, Head Chef and Front of House team to support the marketing of private hire opportunities for meeting rooms as well as site wide events, such as markets, fayres and charity events hosted on site;
3. Support the wider team in ensuring third party hire of rooms is well managed, efficient and effective, formally deputising for colleagues as required.

#### Education and Schools Liaison

1. Develop ideas and contribute to schools' activities, educational and heritage-based events in the annual calendar;
2. Coordinate the development of supporting materials and promotional materials;
3. Guide groups on-site and attend school meetings and events off-site as required;
4. Develop a range of educational content for the wider, more mature audience supporting group visits and coach parties.

#### Digital (Newsletters, Website and Social Media)

1. Develop and create content for all forms of digital marketing;
2. Ensure the website is continuously reviewed and timely changes and updates made;
3. Implement updates and amendments as requested by team members, such as recruitments and promotions
4. Manage all Social media activity – implement updates to Twitter, Facebook, Instagram, Pinterest etc. as required;
5. Monitor the performance of all digital media activity to inform future campaigns.

#### Health & Safety / Environmental Health

1. Implement the legal obligation to maintain a safe working environment at all times;
2. Follow the company's procedures, as described in the Health & Safety Policy;
3. Report anything unsafe to the General Manager, and to report accidents, near misses, and so on in the accident book;

In addition to these detailed responsibilities, it is expected that you will undertake any other tasks that may be reasonably requested from time to time.

This role description is intended to indicate the type and level of duties to be undertaken and is not an exhaustive list. Other duties or tasks may be required which will be within the capability of the role holder and may reasonable be requested.

## **PERSON SPECIFICATION**

### Knowledge, skills & experience

- Of graduate capability – ideally a marketing, communications and /or museum / heritage subject
- Experienced in working in a senior management team with confidence in decision making
- Previous experience of working in a Marketing/PR/Business Development role within a visitor attraction, museum or tourist environment
- Project management experience
- Experience in digital media marketing, confident in the use of a wide range of social media
- Experienced in the adaptation of photographs for use in advertising and social media campaigns
- Excellent organisational and administrative skills, with a keen eye for detail
- Naturally communicative with the ability to create warm and welcoming environments
- Good command of the written word and visual presentation skills
- Able to prioritise workloads and keep calm in busy situations
- Able to operate computerised systems and undertake data analysis
- Willing to undertake training and development relevant to the role
- Actively interested in Heritage, Food Heritage and Conservation and willing to actively engage and converse with visitors about our site, its history and its activities