

Job Title:	Marketing and Communications Manager
Contract:	Full time; permanent
Reporting to:	Head of Marketing, Communications and Digital
Salary Grade:	£25k - £28k (dependent on experience)
Hours:	35 hours per week. Some evening and weekend work will be required at certain times during the year.
Location:	Charleston

About Charleston

From 1916 Charleston was the home of two of the most important and influential British artists of the twentieth century; Vanessa Bell and Duncan Grant. Their uniquely decorated home became the country meeting place and retreat of a group of individuals known as the Bloomsbury group which included Vanessa Bell's sister, the writer Virginia Woolf, the economist John Maynard Keynes and art critics Roger Fry and Clive Bell. Writers Lytton Strachey, TS Eliot and EM Forster were also regular visitors. The house has been open to the public as a museum since 1986 and its decorative interiors and internationally significant collection are visited by around 27,000 visitors each year.

In September 2018, Charleston opened a suite of galleries for temporary exhibitions in a new building, and a café/restaurant space and flexible auditorium in two Grade II listed barns. Charleston also runs an extensive annual events programme which includes a portfolio of festivals, talks, events, fairs and workshops which celebrate Charleston's artistic, intellectual and social heritage and attract around 19,000 visitors a year.

Main purpose of role

We are seeking a strategic, creative and proactive individual with ideas, energy and enthusiasm to work with the Head of Marketing, Communications and Digital to promote Charleston's house, garden, exhibitions, festivals and events programme to new and existing audiences.

The Marketing and Communications Manager will develop and deliver integrated marketing campaigns to raise Charleston's profile, maximise ticket sales and drive audience engagement. Developing a broader audience is a key objective for The Charleston Trust and this new role will be central in helping to achieve this objective by expanding our audience groups onsite, offsite and digitally.

You will be joining at an exciting time within our organisation, as we move to make Charleston a year-round destination and cultural centre with regularly changing, wide reaching and appealing programmes. This is a new role within a growing marketing, communications and digital team and will involve working closely with the Head of Marketing, Communications and Digital and across departments.

Main tasks and responsibilities

- Plan, develop and deliver integrated marketing campaigns for Charleston's house, garden, exhibitions, festivals and events to achieve visitor and income targets, audience engagement and meet strategic objectives.
- Prepare briefs and manage the production processes for a range of marketing activities including leaflets, press adverts, outdoor adverts, photography, videos and signage.
- Assist in the day-to-day management of agency relationships including media buyers, PR agencies, creative agencies, printers and other suppliers to deliver campaigns.
- Assist in managing Charleston's social media channels; developing and producing compelling and diverse content to grow and engage audiences.
- Assist in managing and updating content on Charleston's website.
- Monitor and evaluate all marketing campaigns, providing reports to the Senior Management Team as appropriate.
- Use Google Analytics and social media monitoring tools to regularly monitor and evaluate Charleston's digital effectiveness to inform future activity.
- Plan, develop and deliver Charleston's e-newsletters and email marketing campaigns.
- Research, write and distribute press releases and pitch to journalists for features, interviews, comment pieces and reviews, pro-actively seeking and responding to coverage opportunities.
- Establish and maintain relationships with relevant journalists, influencers, bloggers and media outlets locally, nationally and internationally.
- Embed Charleston into the region's tourism and destination marketing plans, working with other arts, cultural and heritage organisations, group travel organisers and tourist bodies to raise the profile of the region while positioning Charleston as a key destination in the south.
- Work with the Head of Marketing, Communications and Digital to identify, cultivate and manage strategic partnerships to increase and diversify Charleston's audiences and shift brand perception.
- Work with the Head of Marketing, Communications and Digital to create and deliver an audience development strategy which will inform a future organisational rebrand.
- Work with the Head of Retail and Enterprises to increase awareness of Charleston's shop and The Threshing Barn café through marketing, communications and digital support.
- Together with the Head of Marketing, Communications and Digital be a guardian and champion of the Charleston brand in relation to visual identity and tone of voice across the organisation, as well as with external partners and third parties working with Charleston's brand.
- Develop and manage a programme of internal communications for Charleston.
- Plan and manage budgets and expenditure for marketing campaigns.

Personal specification

Essential skills and experience

- Minimum two years' experience in a similar role (in-house or agency).

- Experience devising and implementing tactical integrated campaigns that meet and exceed targets.
- Excellent copywriting skills and a meticulous attention to detail.
- An understanding of the digital communications and marketing landscape.
- Excellent interpersonal skills and the ability to build strong relationships with colleagues, key stakeholders and external partners.
- The ability to think creatively, with a curiosity for good stories and the confidence to bring creative ideas to the table.
- An eye for good design and experience of working closely and effectively with creative teams; from brief writing through to creative development and production.
- An understanding of design, print and digital production processes.
- Experience of developing content for, and managing, a brand's social media accounts.
- Working knowledge of Google Analytics.

Desirable skills and experience

- Experience of working in an art, entertainment, cultural or heritage environment.
- Experience of managing a website and using a CMS system.
- Experience of managing paid social media and Google AdWords campaigns.

Core competencies

- A broad interest in art, galleries, museums and literature.
- An enthusiasm and commitment to the arts and a willingness to learn about the history and importance of Charleston and the Bloomsbury group.
- Excellent written and verbal communication skills with a meticulous attention to detail.
- Excellent organisational and administrative skills.
- Flexible and adaptable to changing demands and new challenges.
- Strong collaborative skills and attitude with the ability to forge new relationships and collaborate effectively with colleagues.
- Strong time management skills with the ability to work to tight deadlines and balance multiple priorities.
- Solid IT skills and a quick learner, with the ability to manage ticketing systems and databases.

To apply please email a CV and covering letter to Jennifer Grindley, Head of Marketing, Communications and Digital: j.grindley@charleston.org.uk

Deadline for applications: midnight on Sunday 29 March 2020. Interviews will be held at Charleston on Thursday 2 April 2020.

Additional information

- Because of the rural location of Charleston, the post holder must be aware that getting to work without use of a car involves some additional planning and commitment.

- The Trust has a commitment to ensure equality of opportunity for all employees and employees are required to adhere to this in their work.
- All positions at Charleston are offered subject to the following conditions:
 - Receipt of satisfactory references
 - Proof that you are legally entitled to work in the UK

Charleston, Firle, Nr. Lewes, East Sussex BN8 6LL

www.charleston.org.uk