

# CHARLESTON



**JOB TITLE:** Marketing and Communications Manager

**REPORTING TO:** Director of Marketing and Communications

**CONTRACT:** Full time; 12 months fixed term with a view to becoming permanent

**SALARY:** £25-28K, depending on experience

**HOURS:** 35 hours per week. Some evening and weekend work will be required at times during the year.

## ABOUT CHARLESTON

Charleston is a place that brings people together to engage with art and ideas.

The modernist home and studio of the painters Vanessa Bell and Duncan Grant, Charleston was a gathering point for some of the 20th century's most radical artists, writers and thinkers known collectively as the Bloomsbury group. It is where they came together to imagine society differently, and has always been a place where art and experimental thinking are at the centre of everyday life.

Today, we present a dynamic year-round programme of exhibitions, festivals and events. We believe in the power of art, in all its forms, to provoke new ways of thinking and living.

The Charleston Trust was formed in 1980 and is responsible for the care of Charleston's house, interiors and collections; and for opening the site to visitors. It is an independent charitable trust with a commercial trading arm, and currently receives no regular public funding.

The Charleston Trust  
Charleston, Firle, Lewes  
East Sussex BN8 6LL  
+44(0)1323 811 626

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Registered office: The Charleston Trust  
Charleston, Firle, Lewes, East Sussex BN8 6LL  
Registered charity number 1107313  
Registered in England and Wales company number 5212725



## MAIN PURPOSE OF ROLE

We are seeking a strategic, creative and proactive individual with ideas, energy and enthusiasm 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 revenue, and drive engagement amongst new and existing audiences. The role will have day to day responsibility for several areas including advertising, agency management, media relations, insight and analytics, and CRM.

You will be joining at an exciting time for the organisation, working with a new brand and website, new strands to our year-round programmes and partnerships, and other ambitious projects to reach new audiences and connect better with our communities.

## DUTIES AND RESPONSIBILITIES

### Audience Development and research

- Use data, market research and sector analysis to inform marketing and communications activities.
- Collect and report on audience data from digital platforms and audience surveys; and contribute towards focus groups and other methods of evaluation.
- Develop expertise and insight into the demographics and motivations of Charleston's audiences; and use this knowledge to inform the organisation's audience development plans.
- Analyse booking data to ensure the most effective marketing and communications activity.
- Support the Director of Marketing and Communications in creating, executing and reporting on audience development initiatives, analysing data to provide insights into sales patterns and audience segments.

### Brand and Marketing

- Be one of the guardians of the new 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 the brand.
- Plan, develop and deliver integrated marketing campaigns for Charleston's house, garden, exhibitions, festivals and events to achieve visitor and income targets, drive audience engagement, and meet strategic objectives.
- Support the growth of commercial revenue by promoting Charleston's shop, online shop, café and venue hire offers.
- Prepare briefs and manage the production processes for a range of marketing activities including print programmes, press adverts, digital/social advertising, outdoor campaigns, photography, and signage.

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- Provide the day-to-day management of agency relationships including media buyers, PR agencies, creative agencies, printers and other suppliers to deliver campaigns.
- Monitor and evaluate all marketing campaigns, providing reports to the Senior Management Team, trustees, and external partners and funders as appropriate.

## Digital

- Support the Digital Content Manager in developing content across multiple platforms to support audience growth and engagement, and to help meet commercial targets.
- Support the Digital Content Manager in managing the content and user experience on Charleston's website, working with internal teams and external developers to ensure the website continues to meet the needs of our users and organisation.

## PR and Communications

- Develop dynamic and engaging press campaigns for Charleston's programmes, as well as Charleston's wider projects to enhance the organisation's brand and reputation in the media.
- 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.
- Occasionally brief and work with external PR agency partners to develop press releases and generate pitches for journalists.
- Organise and manage all press visits, photo calls and filming requests.
- Ensure listings placements for all exhibitions and events, and monitor and respond to online reviews.
- Manage communications to Charleston's subscribers and visitors, including e-newsletters, invitations, and pre and post communications about festivals, events and membership.
- Support the Development Manager in engaging Charleston's supporter groups through digital and print communications.

## Tourism and Partnerships

- Together with the Director of Marketing and Communications, work collaboratively in partnership with a range of other arts organisations, particularly Culture East Sussex partners and viticulture partners, to attract new audiences and ensure a joint approach to 'place making'

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through the initiative Sussex Modern.

- Embed Charleston in the region's tourism and destination marketing plans, working with other arts, cultural and heritage organisations and tourism bodies to raise the profile of the region while positioning Charleston as a key destination in the South.
- Develop links within the local community – including hoteliers and front of house staff, and other relevant community and interest groups – to reach and engage new audiences with Charleston.
- Work with the Director of Marketing and Communications to identify, cultivate and manage strategic partnerships which increase and diversify Charleston's audiences and grow brand recognition.

#### General

- Plan and manage budgets and expenditure for marketing campaigns.
- Work closely with other departments within Charleston in relation to all marketing and communication matters.
- Ensure all data management and communications are compliant with GDPR and the UK Data Protection Act (2018).
- Represent the marketing, communications and digital department on relevant internal and external working groups and panels.
- Keep up to date with emerging audience and marketing trends and share insights with colleagues.
- Carry out any other duties that may arise to fulfil the main objectives of the post and the aims of Charleston.

#### PERSON SPECIFICATION

- Minimum two years' experience in a similar role (in-house or agency).
- Creative flair and an imaginative approach to marketing campaigns and audience development.
- Experience planning, developing and delivering integrated campaigns that successfully meet and exceed targets.
- Excellent copywriting skills and a meticulous attention to detail.
- Experience using CRM and ticketing systems.
- A solid understanding of the digital communications and marketing landscape.
- Excellent interpersonal skills and the ability to build strong relationships with colleagues, stakeholders and external partners.
- The ability to think creatively, with a curiosity for good stories and the confidence to bring ideas to the table.

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- An eye for design and experience of working closely and effectively with creative teams; from brief writing through to creative development and production.
- A solid understanding of design, print and digital production processes.
- A comprehensive understanding of strategic and operational marketing and/or development, with the ability to juggle short-term operational pressures with long-term strategic priorities.
- Ability to work collaboratively in a small team.
- Flexible and adaptable to changing demands and new challenges.
- Good time management with the ability to work to tight deadlines.
- A strong sense of aesthetics and understanding of the particular character of Charleston's brand.
- An enthusiasm and commitment to the arts; a willingness to learn about the history and importance of Charleston and Bloomsbury.

## DESIRABLE SKILLS AND EXPERIENCE

- Experience of working in an art, entertainment, cultural or heritage environment.
- Experience of audience data collection and analytics.
- Experience using website content management systems such as WordPress.
- Experience of working with national and local press.
- Experience of managing paid social media and Google AdWords campaigns.
- Graphic design skills and experience using software including Illustrator, InDesign and Photoshop.

## HOW TO APPLY

Deadline for applications: Midnight, Thursday 27 January 2022

Interviews: w/c 7 February 2022

To apply, please email a covering letter and CV to [jobs@charleston.org.uk](mailto:jobs@charleston.org.uk) and follow the link on the job description webpage to complete an equal opportunities monitoring form.

All positions at Charleston are offered subject to the following conditions:

- Receipt of satisfactory references

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- Proof that you are legally entitled to work in the UK

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