**Job description**

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| **Job title:** | Marketing and Communications Officer | | |
| **Department:** | Fundraising and Communications | **Contract:** | Permanent |
| **Reporting To:** | Communication and Evaluation Manager | **Hours per week:** | 37 |

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| **1. Job purpose**  To work closely with the Head of Fundraising & Communications and the Communications & Evaluation manager to plan, coordinate and deliver effective integrated communications activities to engage with existing and new audiences, in line with the charity’s annual marketing and communications strategy. |

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| **2. Dimensions**  **Budgets –** no direct responsibility  **Line Management -**  no direct line management  **Role Impact**   * Helps deliver effective media and communication activities across the Trust * Helps manage media relations for YMT, engaging and cultivating key members of the media while helping to manage the reputation of the Trust * Helps manage production of print, literature and distribution campaigns ensuring that they are kept relevant, up to date and displayed in accordance with brand guidelines |

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| **3. Principal accountabilities**  **Core Responsibilities**   * Help plan, coordinate and deliver York Museums Trust’s integrated communications strategy * Manage the day to day tasks of marketing campaigns for specific exhibitions and events, resulting in effective and engaging communications designed to increase visitor numbers and raise awareness of the work of York Museums Trust * Think creatively and contribute new and fresh ideas which will play an integral part of marketing and press campaigns designed to engage with targeted audiences * Co-ordinate the writing, editing and proof reading of copy for publications, advertisements and displays as well as sourcing relevant images * Project manage the design, publication and distribution of York Museums Trust’s publicity materials * Ensure the management of print and literature is kept relevant, up to date and is displayed in accordance with brand guidelines * Ensure that all advertising and distribution campaigns are kept relevant, up to date and in line with the communications strategy * Assist the Head of Fundraising and Communications with the input of invoices relevant to the position in a timely manner * Assist, and deputise when needed, the communications and evaluation manager with all press activity, such as researching, writing and issuing press releases and attending photo calls, liaising with external film crews and maintaining records of media coverage * To use and edit York Museums Trust’s CRM systems and create specialist mailing lists for preview events. * Assist communication colleagues in organising special events such as exhibition previews. * To act at all times as an ambassador for the Trust, supporting the CEO and Senior Leadership Team and other colleagues when necessary   **Continuous Professional Development**   * Ensure an active CPD programme is maintained personally   **Other duties/responsibilities**   * Work in accordance with the Trust’s policies, procedures and all relevant legislation * Promote and develop equality and diversity in line with YMT Equality Statement. * Other duties may be required from time to time which are consistent with the grading of this post |

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| **4. Key performance measures**   * Visitor numbers and income targets met * Increased media coverage of key exhibitions and events run by the organisation * All promotional material for York Museums Trust is current and within brand guidelines |

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| **5. Knowledge, skills, experience and behaviours**  **Knowledge**   * Educated to degree level or equivalent experience * A Chartered Institute of Marketing professional qualification or willingness to work towards a relevant recognised qualification * Understanding of the media landscape, both regionally and nationally * Knowledge of the Heritage and Culture Sector     **Skills**   * A strong news sense and “eye for a story” * Excellent written and verbal communication skills with the ability to write, edit and present interesting, clear and accurate information for different audiences through different communications channels * Excellent organisational and time management skills, with the ability to work on several projects simultaneously to coordinated deadlines * Excellent proof reader, with experience of maintaining a high standard of accuracy, both grammatical and historical. * To use initiative and work independently when needed, coming up with creative solutions to problems * IT literate incl. competency in Outlook, Word, Excel, PowerPoint and Publisher * The ability of multi-task while meeting deadlines * YMT has a strategic commitment to increasing its digital skill base. The post holder should be able to demonstrate competence in one or more of the following areas:   + Digital recording – e.g. photography, sound, video   + Social networking – e.g. twitter, Facebook   **Experience**   * Experience of promoting a venue or visitor attraction * Experience of developing strong relationships with the media * The ability to negotiate with external media companies effectively * Experience in writing, editing and proof reading * Experience in working as part of a small team in a collaborative style, to deliver fully integrated communications * Experience working in a fast-paced communications/ marketing environment * Experience in working on design, publication and distribution of publicity materials * Experience of building and managing positive relationships with internal and external stakeholders * Experience of budget and project management * Copyright and licensing procedures and negotiation requirements   **Behaviours**   * Willingness and ability to adapt to new trends and technology * Ability to think creatively about ways to communicate complex stories to specific audiences * Committed to Continuous Professional Development * A keen interest in history, art and culture * A ‘can-do’ attitude and a positive, flexible approach to the job role, work colleagues and peers. * Commitment to equality and diversity and an understanding of how this commitment applies to this role |

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| **6. Key relationships**  Head of Fundraising and Communications  Communications and Evaluation Manager Communications Team  Curatorial and Learning Teams  Senior Leadership Team  Site Managers |

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| **7. Organisation chart** |

**Terms and conditions of service**

Job Title

Marketing and Communications Officer

Reporting line

This post reports to Communication and Evaluation Manager

Salary

The salary for the post is YMT Scale Points 19 to 26 (£20,371 - £25,423 per annum)

Probationary period

Appointments are subject to the successful completion of a six-month probationary period.

Health

Prospective employees must be cleared by the Occupational Health Service as medically fit for employment by the Trust.

Annual leave

The annual leave entitlement is 25 days per annum pro rata for part time employees, increasing by five days (pro rata) after five years continuous service with the Trust, plus public holidays.

Pension

The Trust belongs to the Local Government Pension Scheme and all new employees are enrolled. It is possible to opt out of the pension using forms available at [www.nypf.org.uk](http://www.nypf.org.uk).

Hours of work

The hours of work are 37 hours per week.

Period of notice

The period of written notice required for you to terminate this post is one month. The Trust will give you one month’s notice.