

JOB DESCRIPTION

Marketing Manager



About Painshill

Painshill is a Grade I listed 18th century landscape of international renown, attracting approximately 200,000 visitors a year. Inspired by landscape paintings and the Grand Tour through Europe, the Hon Charles Hamilton created Painshill between 1738 and 1773, as a living painting.

After years of neglect, the grounds fell into disrepair and in 1981, Painshill Park Trust was established to restore the landscape to its former glory. A registered charity, Painshill Park Trust is managed by a team of staff and volunteers dedicated to ensuring the history and heritage of Hamilton's vision for Painshill can be enjoyed by everyone discovering dramatic follies, calming waters and simply stunning views.

Our team exists to ensure Painshill achieves its ambitious objectives of increasing membership numbers, visitor numbers, and secondary revenue from our Tea Room, Gift Shop, Events, school trips and children's camps. In addition, we are growing our charitable support through sharing stories, developing a clear charity message, and taking time to understand our donors' connections and motivations.

Reports to / Line Manager

Head of Development, Marketing and Communications

Direct reports

Press and Social Media Officer

Working Hours

Full Time 37.5 hrs per week
Including some weekend support as necessary

Working Location

Painshill Park Trust Ltd, Cobham, Surrey KT11 1JE. Due to Painshill's location, own transport is strongly recommended.

Salary

£45,000 per annum

Contract Type/Duration

Full Time Permanent, subject to references and a three-month probationary period, hybrid working will be considered

About the Role

The Marketing Manager will have overall responsibility for delivering the marketing and communications activities for Painshill – supporting increasing awareness of who we are and what we do, driving visitor numbers, generating membership sales, encouraging secondary spend, supporting our fundraising efforts and promoting all commercial activities to increase income.

Working with both internal and external stakeholders, you will be responsible for creating and delivering the Marketing and Communications strategy and plan, supporting engagement with our member bodies and various registration programmes.

You will manage the Painshill website and social media, as well as supporting our media relations and developing a range of engaging marketing materials across a range of platforms.

You will have excellent written and verbal communication skills, experience of delivering engaging marketing activities across a variety of media and of analysing the effectiveness of campaigns.

You will be comfortable working independently and with working groups, with a proven ability for building effective internal and external relationships and a strong customer-focused approach.

Main Responsibilities and Tasks

Brand

- Deputise for the Head of Development, Marketing and Communications in her absence and at events and meetings as directed
- Act as a brand ambassador and brand guardian, ensuring consistency and strength of branding across all media
- Work closely with the Head of Development, Marketing and Communications to create an audience development strategy that will ensure Painshill continues to grow
- Understand and communicate 'who' Painshill is, apply this understanding to all activities, and raise standards across all teams through regular meetings, training and comms
- Proof all marketing assets from retail labels to press releases
- Ensure a consistent charity message in all internal and external messaging
- Create a culture of intrigue and interest in Painshill - ensuring all messaging is in line with the Painshill brand

Marketing

- Manage the marketing budget, liaising with the Head of Development, Marketing and Communications and Chief Finance Officer
- Manage the Trust's contracts with external suppliers
- Line management responsibility for the Press and Social Media Officer
- Attend events and associated press and media on behalf of the charity
- Support the fundraising functions as required, to create a consistent charitable message, to develop appropriate campaigns and encourage support

Audience Development

- Develop a culture of data lead insight to underpin all marketing decisions
- Grow Painshill's audience insight, developing opportunities to collect and effectively evaluate data to expand Painshill's knowledge of its audience to underpin future marketing plans and decisions
- Develop an annual calendar for insight, surveys and feedback forms. Report on this information and base future decisions and approach on insight gained
- Understand postcode analysis/ geographical heatmapping of the Painshill audience (knowledge of AudienceAgency or similar is desirable)
- Understand who Painshill is attracting and who are we missing, translate this to clear learning points to share with wider organisation to inform strategic plans
- Develop and implement plans to diversify Painshill's audiences

Website

- Overall responsibility for the Painshill website (knowledge of Wordpress is **desirable**), including content, updates and regular reviews
- Create engaging and appropriate content for the Painshill website including but not limited to blogs, videos, podcasts, interviews with volunteers In line with our audience development strategy

Advertising

- Own and deliver the strategy for all the advertising campaigns across all activities as required including events, awareness, seasonal interest, weddings, fundraising events, learning events across outdoor print, radio and magazine print
- Be audience focused in all you do, use historical insight and data to underpin decisions, approach and budget spending

E-marketing

- Ensure all e-marketing is appropriate and consistent
- Use appropriate segmentation models and supporter motivations to ensure marketing feels appropriate and is effective
- Manage and develop all the e-marketing campaigns for Painshill and monitor effectiveness – demonstrate flexibility and agility in working approach to meet demand and trends
- Gather, understand and feedback to stakeholder acquired measurables – use these to develop future strategy and approach
- Manage and grow the e-marketing database in line with GDPR
- Use the recently introduced CRM system, and supporting campaign monitor integration to establish a culture of data lead and knowledge-based decisions

Digital

- Develop and grow the digital campaigns
- Diversify our digital advertising including display adverts and retargeting adverts
- Gain a greater understanding of how Painshill audiences engage with digital marketing and use this for future campaigns and budget spend
- Report on the insights and ROI of digital campaigns
- Encourage a culture of 'test and learn' to understand the most effective segmentation model for all digital marketing

Design (knowledge of Photoshop and InDesign is **essential**)

- Develop and implement clear briefing and sign off processes, ensuring effective working practices and time management
- Ensure a consistent brand is implemented across all design
- Ensure a high standard of design and presentation consistent with Painshill's brand values and ensure a high quality in all output
- Design all of the print and visitor information in line with Painshill brand. Engaging with internal specialists where and when appropriate
- Design all the internal and external advertising for Painshill in line with brand guidelines

People Management

- Provide supportive, inspirational leadership to the Press and Social Media Officer by leading by example
- Ensure the Press and Social Media Officer is empowered to achieve their objectives through effective communication and sharing of key information

- Carry out annual performance appraisals and informal job chats and identify training and development needs arising for the Press and Social Media Officer
- Support with recruitment of new members to the team as required

Sustainability

- Work with the management team to develop a communication plan for the Trust's work on sustainability

Person Specification

Essential Skills

- Skilled at creating compelling and ambitious marketing and communications campaigns with clear messages and enticing content
- Experience of brand development, extension and raising brand awareness through multiple media and channels
- Excellent interpersonal skills, with the authority and credibility to build relationships and engage successfully with a range of partners internally and externally
- Effective verbal and written communication skills, including the ability to create compelling copy, press releases and digital content
- Competent user of content management systems and design software
- A strong visual sense, and keen eye for detail
- Skilled at developing content for a range of outputs, including capturing, and editing media
- A self-starter with exemplary organisational and time-management skills, and the ability to manage and deliver multiple priorities
- Strong financial acumen and budget management
- Ability to work creatively and collaboratively to solve problems
- Knowledge of SEO (Google Grants desirable)

Experience

- Demonstrable skills in marketing and communications
- Experience of planning and delivering integrated campaigns, both off and online, to drive audiences and wider engagement
- Experience of brand development in the heritage sector
- Experience of delivering successful press campaigns and establishing a network of active press and media contacts to drive media coverage
- Experience of event management, and engaging with key stakeholders
- Experience in monitoring and reporting for funders and board

Aptitude

- Highly motivated with a passion for marketing and communication
- Enjoys a busy working environment and working on multiple projects concurrently
- Organised, efficient, flexible, and adaptable
- Commitment to equality, diversity and inclusion
- Awareness of current trends and developments in access and inclusivity
- Excellent team player