

ARUNDELLS

Event and Marketing Manager

Job Description

Events

- To consolidate, build upon and proactively develop the in-house programme of small and medium scale events that has been created over the last two year period. This will involve working closely with the Property Manager (and key Trustees) to identify and introduce additional opportunities that align with the core objectives of the Sir Edward Heath Charitable Foundation, and which generate additional operating income.
- To plan and arrange each event from conception to completion – determining dates, timings, format, resource requirements and venue. Administering the preparatory process (including marketing) and taking responsibility for the front of house management of each event, its promotion and successful ‘on the day’ delivery.
- To design, prepare and implement cost effective and carefully tailored marketing proposals for each event – ensuring comprehensive coverage within locally published media, upon the Arundells website, additional web based platforms and social media.
- To help to build on-going links with local schools and to play a key role in expanding the opportunity for greater cooperation with these schools and the benefits that Arundells has as a teaching resource for specific subjects – particularly art, history and politics – as well as general enrichment activities across differing age groups.
- To maintain, update and build the database of parties wishing to receive information about forthcoming events. To ensure that these databases are utilised as effectively as possible and are maintained in compliance with GDPR requirements.
- To ascertain and arrange appropriate volunteer staffing support for each event and to be responsible for the leadership and direction of volunteer help at each event.
- To source, instruct and liaise with all third parties as necessary – including caterers, marquee contractors, individual venues, performing artists and other companies who may be providing a specific service.

- To prepare written risk assessments for each and all event related activities as necessary, and in consultation with the Property Manager.
- To maintain records of income and expenditure for each event and additional information as may be useful for review purposes.

Marketing

- Review the ways in which Arundells has been promoted (as a heritage tourist attraction) and undertake a detailed initial SWOT analysis of specific marketing activity.
- Become familiar with the aims and objectives of the Charitable Foundation and prepare detailed marketing strategy and operational plans, with consideration to these objectives and the results of the analysis detailed above.
- Lead the marketing and promotion of Arundells – To local people, visitors to Salisbury, the wider UK and internationally, working closely with the Property Manager and within a pre-determined expenditure budget.
- Maximise opportunities for editorial coverage at all times – within the local press, local radio and television, and across a wider spectrum.
- To build upon the good working relationships that have been established with the editors and account managers of local publications.
- Work with the Property Manager and external consultants to formulate designs for advertisements, posters, leaflets and additional promotional material.
- To lead upon, update and administer promotional activities through social media – including Facebook, Instagram and Twitter.
- To be responsible for the Arundells website – updating and refreshing the event and exhibition pages as necessary. Reviewing and identifying opportunities to adapt the format and content of current pages (or sub-sections) to maximise the ‘Arundells message’ and building a close working relationship with the consultant web site designer.
- To proactively use desk top publishing software to prepare promotional posters and flyers for specific events.

- To work with the Property Manager to help develop and promote both corporate and private hospitality business opportunities at Arundells – business meetings, drinks receptions, private lunches and dinner parties.
- To work with other tourist attractions within the Close, attending meetings of the 'Close Companions' group and helping to formulate joint marketing initiatives.

General

- To act as Deputy Manager in the absence of the Property Manager and in this role to be responsible for the security and safety of Arundells and the collection, the welfare of staff, volunteers and visitors, and compliance with Health, Safety and Welfare requirements.
- To be fully conversant with agreed protocols and procedures, including the operation of the intruder and fire detection systems and to be familiar with the roles and responsibilities of all staff.
- To fulfil the role of Duty Front of House Manager on alternate Saturdays throughout the open season and on additional days as may be necessary or required by the Property Manager. Overseeing the opening and closing of the house on these days, briefing the duty room stewards and the duty receptionist, allocating room placements to stewards, arranging lunch break cover and providing both leadership and support to staff.
- To assist with the planning, formulation and setting up / taking down of exhibitions held at Arundells – working very closely with the Curator and Front of House Supervisor.
- To assist (on a team basis) with the routine cleaning of public areas (including visitor toilets and the reception area) during the open season.
- To assist (on a team basis) with practical tasks to conserve, clean and protect items within the Arundells collection, working very closely with the Curator and the Property Manager.
- To act as a designated Fire Marshall and to undertake first aid and fire safety training as may be directed by the Manager.
- To undertake or assist with any additional duties as may be reasonably required by the Property Manager.

Person Specification

Essential

Wide ranging experience in the planning, administration and 'hands on' front of house management of a range of different events and activities for paying members of the public, corporate and private customers.

Expertise in the identification and development of new income generating events and opportunities.

Proven experience and skill in marketing and promoting events and opportunities to members of the public.

Resourceful, determined and conscientious, with a flexible approach to work and a proactive 'can do' attitude.

Excellent communication skills – both verbal and written.

A 'people person' with a warm, engaging personality and a good sense of humour.

The management and effective use of an events database.

Good general computer skills.

Good administrative skills – with the ability to maintain clear records and to set and manage simple budgets in a clear and efficient way and within budgetary limits.

The ability to relate well to colleagues and to work as a team player, as well as on a standalone basis.

Experience working within the tourism, leisure or hospitality industry.

Desirable

A higher level qualification in a related discipline.

Experience gained working in the heritage tourism sector and particularly in the opening and showing of an historic property to members of the public.

A general understanding of historic collections, their care and conservation.

Working for a Registered Charity and with groups of volunteers.

Desktop publishing skills and experience in creating leaflets, flyers and posters.

A First Aid qualification.

Experience in the use of WordPress.