

Marketing and Communications Manager

Maternity Cover
30 hours per week

Banbury Museum Trust is currently looking to recruit a strong marketing professional to cover a maternity contract starting in the August 2017. The Marketing and Communications Manager will work alongside a small management team to oversee all marketing, communications and advertising activity. This is a unique opportunity to work in a vibrant and fast paced environment offering a great insight in to the arts and heritage sector.

Essentials

Candidates must have at least 2 years marketing experience
Excellent communication skills
Experience working with the press

Desirable

Experience working with word press
Experience working on a CRM database

Responsibilities

- Manage the marketing plan and maintain KPIs are met
- Manage strategy of e communications (both internal and external)
- Control annual marketing budget and allocate funds to marketing assistant
- Manage marketing and advertising strategy across all social media channels
- Manage PR schedule and encourage more exposure and national coverage
- Liaise with external designers to create, print & distribute marketing materials
- Manage website content, SEO and create analytical reports
- Manage the trusts CRM, event listings and online bookings, create reports and queries to assist in e-communications
- Advertise venue hire, handle enquiries, manage payments and host bookings
- Work closely with the management team & marketing assistant to manage brand identity in all activities and to support all areas of the museum, maximising opportunities in Education, Exhibitions, Development and Corporate Engagement

This role is a 30 hour position that can be worked across 4 days. The candidate will also be required to work 1 in 4 Saturdays and there may be very occasional evening work

Please send your CV and a covering letter to Sharon.denton@banburymuseum.org

Closing Date: Friday 16th June

Interviews: w/c 19th June

Ideal Start Date: Monday 31st July