



Marketing and Events Manager

Reports to: Chief Executive Officer

Based at: The Elms, St Mary

Hours: 35 hours per week

Background

The National Trust for Jersey (“the Trust”) is a local self-funding charity established in 1936. It is totally independent of the States of Jersey and relies on memberships, donations and bequests for the funding of its activities.

Our Marketing and Events Manager is a key member of the Trust’s Senior Management Team and will be responsible for the Trust’s branding, public relations, marketing strategy and events programme.

About You

You will be a self-motivated individual who is able to demonstrate a high level of initiative and able to work closely within a small team whilst recognising that this is a stand-alone role.

You will be experienced in developing and delivering a public engagement and marketing strategy, identifying new opportunities, and managing relationships with key stakeholders including the media.

You will have strong writing skills with a keen eye for detail, presenting high quality and creative communications across all media forms, advocating and reinforcing the values and strategic vision of the Trust.

You will be passionate about Jersey’s natural beauty, wildlife and built heritage and recognise the need for its active conservation and preservation. You will excel at storytelling and using creative narratives to build an emotional connection between the Trust’s audience, work and cause.

Overview of the Role

This is a senior role which reports directly to the CEO, but the Trust is a relatively small organisation and all team members are expected to support and assist with general office administration. There is a high level of collaboration between the role and other teams within the Trust.

The Marketing and Events Manager is a public-facing role, with responsibility for positively advocating the reputation and work of the Trust through the medium of public engagement. The Trust is renowned for the excellence and quality of its brand and events for which this role is responsible.

The Trust relies heavily on marketing and communications to promote its policies, core values and activity. The Marketing and Events Manager has budget responsibility for the marketing spend of the Trust and is required to ensure that all events are aligned with the strategic vision of the Trust and, where possible, are self-funding, either through sponsorship or event fees.

Key responsibilities

- Assist the CEO in the development and evolution of the Trust's marketing and communications strategy
- Develop and protect the Trust's branding, ensuring consistency across all areas of activity and alignment with the Trust's strategic vision and business plans
- Connect, engage and amplify the Trust's voice
- Manage and deliver both print and digital communications, including the twice-yearly Discover magazine and social media output
- Develop and oversee the delivery of a full calendar of events through which the Trust can engage with members and the general public
- Monitor and manage the Trust's day-to-day presence in traditional and social media
- Oversee the effective marketing of the activities of the Trust, including email, website, editorial and social media.
- Co-ordinate on-going market research concerning the Trust and its activities
- Provide relevant marketing and event information to the CEO and Council
- Deliver all marketing and event activity within agreed budgets/timelines

What skills and experience will we expect you to have?

- A positive attitude, strong interpersonal skills and a willingness to chip in
- A proven track record in marketing, communications and event management
- Ability to build good working relationships, both externally and internally
- Excellent written and verbal communication skills
- Strategic creativity
- Ability to influence and implement
- Good knowledge of local issues and an awareness of local regulation
- Well organised with ability to work unsupervised in a busy environment using own initiative
- Reliable and able to prioritise own workload
- Flexibility
- Solid IT skills and working knowledge of Microsoft Office365
- An interest in the work of the Trust and its objective to conserve the wildlife, natural beauty and historic buildings of Jersey for the benefit of everyone.

What other skills may be useful?

- First aid certification

Package and remuneration

- Salary range £55,000 - £58,000
- Occasional weekend or after-hours work will be required as necessary
- 25 days paid holiday, increasing with length of service
- Eligibility to join non-contributory pension scheme equivalent to 5% of salary upon completion of probation