

THE STRAWBERRY HILL TRUST



Marketing & Communications Manager

Strawberry Hill House & Garden is a Grade 1 listed building set within a Grade II* listed landscape, created by Horace Walpole in the 18th century. The House is world-renowned for its unique architectural style and is one of the first (and few surviving) examples of domestic Gothic architecture. Having been extensively restored in 2010, the House is generally open to the public five days a week and historically, on average, welcomes circa 25,000 visitors per year.

Strawberry Hill House and Garden (SHH&G) is the home of Gothic – inspiring the imagination through timeless stories of art, literature, architecture and landscape for today and future generations.

Strawberry Hill House was built with extraordinary creative and artistic imagination. We aim to recapture that vibrant atmosphere and enthusiastic energy as we reinvigorate the House's creative spirit. With the Trust's values of Excellence, Inclusiveness, Creativity and Curiosity our mission is to ensure that Strawberry Hill House and Garden is financially and environmentally sustainable and places the highest importance on inclusiveness and trust in all aspects of our work. We strive to share our passion for the House and its contents, welcoming the widest possible audience and bringing enthusiasm, creativity and innovation to everything we do. We want to work wherever possible with partners and collaborators who share our values.

As an Accredited Museum, we are stewards of the House and garden together with a collection of paintings, miniatures, prints, books, works of decorative art and furniture. Central to the Trust's activities is its display and exhibition programme. In addition, SHH&G runs an extensive community outreach and learning programme, alongside which the income-generating activities of visitors, catering, retail, hires, events and fundraising are key to the Trust's success and future.

JOB DESCRIPTION

Job Title: Marketing & Communications Manager

Responsible to: Head of Public Engagement

Job Summary

The Trust is seeking to hire a dynamic and experienced Marketing & Communications Manager with a passion for history and a curiosity about Heritage and the Arts. With an eye for a good story and a proven track record of creating impactful marketing and PR campaigns, the candidate will be a creative self-starter with a broad range of media contacts and an in-depth commercial awareness of how to build a brand over the long term. Attention to detail and a proven ability to deliver consistently high quality content are essential, to help the Director of Strawberry Hill House and his team to grow and broaden the Trust's reach and engagement with our target markets.

The Marketing and Communications Manager is responsible for developing and executing on Strawberry Hill House & Garden(SHH&G)'s marketing and communication strategy and the delivery of content and digital activity to increase visitor numbers, to promote exhibitions, events, hires, catering, retail and fundraising activities. The successful candidate will also be responsible for building our reputation and brand in the highly competitive heritage world and helping to grow the profitability of our revenue-generating activities. An outgoing personality able to engage with a small and highly-committed team of professionals is desirable, and a natural ability to develop strong external relationships with counterparties, consultants and supporters at all levels is key.

Salary: £ 28,000 – 32,000 based on working 4 days a week (30 hours) with at least 3 days per week on site, with occasional evening and weekend working.

Key Responsibilities

Communications, Marketing & Digital Strategy

- Design and deliver a strategy to drive visitor reach and engagement across all channels.
- Devise, communicate and execute strategic, multi-channel campaigns to achieve visitor growth to the House & Garden and to attract visitors/audiences for exhibitions, events, performances, and participatory activities.
- Devise and execute a marketing strategy that will promote and support the key focus areas for hires, namely weddings, film and TV production companies, outside exhibitions and special events, creating and maintaining a prospect list for each area and building relationships with potential partners.
- Support and collaborate with the Visitor Services/Retail Manager to help launch, promote and develop an effective on-line retail outlet.
- Support the Trust's fundraising activity with a specific focus on marketing/promoting Member and Patron schemes, as well as to help develop long-term relationships with trusts, foundations and other donor organisations and benefactors.
- Own and plan the annual communications and marketing calendar.
- Advise the Director on cost-effective ways to advertise and promote Strawberry Hill House & Garden's activities through signage and other visual aids across Richmond and surrounding boroughs.

- Manage our external Media Relations Consultant to prepare and distribute press releases, tailoring content for different audiences and ensuring a year-round media presence.
- Maintain and develop our media contacts to ensure that we are able to seize opportunities for media coverage in relevant media.
- Build, manage and monitor budgets to ensure value for money and return on investment.
- Maintain and grow a database of relevant contacts.
- Brief, commission and manage relationships with external suppliers, including PR consultant, agencies and designers as required.

Digital Content

- Set and implement content strategy across all SHH&G website and social media platforms.
- Produce and commission rich, engaging multimedia digital content – text, photography, video, audio, graphics – for website, email newsletters and social media platforms.
- Pro-actively drive earned editorial and digital coverage.
- Ensure up-to-date, high quality user experience on SHH&G website.
- Cultivate SHH&G's distinctive voice and visual presence across all platforms.

Access, equality, diversity and inclusion

- Ensure SHH&G's website and all marketing materials communicate our Mission, Vision and Values. Also, that all such materials are accessible, adopt best practice and meet our audience's needs, using the power of digital to expand and improve access and understanding.
- Strive for excellence in accordance with SHH&G's Equality, Diversity and Inclusion policy and action plan.

Reporting and data management

- Establish metrics and other measurement indicators and a reporting framework to track performance at least annually and report to Head of Public Engagement and Trustees on a quarterly basis.
- Ensure analytic tools collect accurate data on traffic and behaviour across all web and digital platforms.
- Leverage data analytics and insights to monitor and increase audience engagement and reach.
- Monitor and maintain brand guidelines, ensuring a consistent use of Strawberry Hill branding across the organisation and in all communications,

General

- Adhere to all Strawberry Hill Trust policies and procedures e.g. GDPR, Health & Safety, Fire Safety, as stated in policy documents and/or the Staff Handbook.
- Undertake any other duty as reasonably required by the Strawberry Hill Trust

The Individual

The individual will come with ideas, excitement and energy and be happy to roll up their sleeves as they join the Strawberry Hill team. A track record of successfully creating and delivering marketing, communications and digital strategies and a passion for the work of Strawberry Hill Trust and a can-do attitude are essential.

Person Specification

Education & Experience	<ul style="list-style-type: none">• At least three years' experience working within a similar environment – preferably in museums, galleries or heritage properties.• Demonstrable experience of devising and implementing communications, marketing and digital strategies.• Financial and commercial awareness.• Qualified to degree level preferably with sector or industry body membership or equivalent network support.
Skills & Knowledge	<ul style="list-style-type: none">• Excellent written and verbal communication skills• Experience producing and commissioning content for digital and social media platforms.• Knowledge of graphic design and ability to create and/or commission content of high quality compatible with Strawberry Hill's branding.• Excellent organisational skills, including effective planning and prioritisation across multiple diverse projects, working to tight deadlines.• Sound financial management skills; budget setting, control and monitoring.• Excellent negotiating and influencing skills.• Ability to build strong relationship both internally and externally.• Up-to-date proficiency and knowledge of relevant digital platforms and software.• Knowledge of GDPR operational best practice.• Commitment to Equality, Diversity and Inclusion.
Personal Qualities	<ul style="list-style-type: none">• Passion and enthusiasm for working in the heritage sector• Highly organised with an eye for detail and self-motivated• Energy, integrity, and professionalism.• High levels of resilience and adaptability• Ability to work under pressure, meet deadlines and multitask• Outstanding interpersonal skills with an ability to interact with people from all backgrounds and ages with confidence, using tact and diplomacy.

HOW TO APPLY AND TIMETABLE

CV and Personal Statement

All applications should be sent electronically and consist of a CV and a supporting statement, outlining the suitability of the candidate for this role

The CV should include

- Your contact details (address, work, home and mobile phone numbers as appropriate)
Please indicate which number to contact you on if you are shortlisted for interview.
- Career history
- Your experience
- Your qualifications

- The names and contact details of two referees, at least one of whom should be your current or most recent employer. Please let us know whether we can take up references prior to interview.

The personal statement should set out how you meet the person specification. Please be clear and comprehensive in your supporting statement as this will be a key shortlisting document.

Sending us Your Application

Please send your CV, personal statement by email to:
Rachel.ormesmith@strawberryhillhouse.org.uk

Closing date for application: 5pm Friday 8th December

Interviews: First round, Friday 15th December; Second round, Tuesday 19th December