



## Marketing and Communications Officer

### Recruitment Pack, November 2024

Thank you for your interest in the position of Marketing and Communications Officer. This pack is intended to provide all the information you need to decide whether you wish to apply for this role. If you have further queries, please contact our Programme Manager, Beverley Gormley, at [beverley.gormley@heritagetrustnetwork.org.uk](mailto:beverley.gormley@heritagetrustnetwork.org.uk)

### Equality and Diversity

Heritage Trust Network recognises the value that people from all backgrounds bring to the heritage sector and our organisation. It is important that the way we provide advice about community heritage regeneration reflects the diverse histories, cultures and interests of the localities in which we work. A diverse, representative workforce, where views are valued and championed, will enable us to achieve this. Heritage Trust Network is committed to providing equality of opportunity. If you have a disability, we would be happy to discuss reasonable adjustments to enable you to fulfil the role.

### How to apply

1. Read the information in this pack in full.
2. Complete the [online application form](#) by midday on 20th January 2025. If you cannot access the hyperlink, paste this into your browser: <https://www.tfaforms.com/5155023>
3. Complete the separate and anonymous [online equal opportunities](#) monitoring form by the same date. If you cannot access the hyperlink paste this into your browser: <https://www.tfaforms.com/5155043>

If completing the online form presents a problem for you, please get in touch.

This post has been made possible thanks to funding from the National Lottery Heritage Fund





## Recruitment timetable

Dates	Details
Deadline	Midday 20 <sup>th</sup> January 2025
Shortlisting	Week commencing 20 <sup>th</sup> January 2025
Interviews (online using Zoom)	Week commencing 27 <sup>th</sup> January 2025
Unsuccessful interviewees notified and successful candidate appointed	Week commencing 27 <sup>th</sup> January 2025

## Summary of employment details

- Job Title:** Marketing and Communications Officer
- Salary:** £30,000 p.a.
- Hours:** full time (37 hours per week) with a 3-month probationary period
- Reporting to:** Programme Manager
- Holidays:** 25 days per year plus 3 days shutdown between Christmas and New Year and public holidays in the UK nation the post is based
- Pension:** as per statutory auto-enrolment requirements
- Location:** Working from home or from an agreed shared workspace anywhere in the UK

## About the Network

Bringing historic buildings and spaces back to life brings joy to so many people. It restores local pride and identity and creates jobs, workplaces, visitor attractions, educational facilities, arts venues and more. By reusing existing buildings our members are retaining embodied carbon and challenging the notion that regeneration means demolish and rebuild. There are thousands of people undertaking this amazing work, either professionally or as volunteers, in all parts of the UK.

Heritage Trust Network is the membership body for independent community organisations, charities and social enterprises that are saving, restoring and managing historic buildings, parks, gardens, canals and railways. Our membership includes both organisations specifically set up to save heritage sites and community organisations that deliver other types of services who have chosen to operate from historic buildings and spaces. We also welcome individuals, businesses and local authorities that support local heritage action. Together we organise conferences, site visits, meetings and online resources where we can network and learn from each other and meet experts and funders.





We...

- Encourage people to get involved in saving local heritage buildings and places by forming new community organisations or working through existing ones
- Support these organisations to restore and reuse local heritage by providing information, advice, training, networking and peer-to-peer learning
- Champion the work and raise the visibility of community heritage organisations and highlight the range of public benefits they provide
- Advocate for a legislative, policy and funding environment that facilitates grassroots action for heritage.
- Promote diversity and inclusion in the heritage sector.

The Network is growing and currently has over 900 members and a staff of six:

David Tittle, Chief Executive

Vicki Cox, Membership Officer

Beverley Gormley, Programme Manager

Sarah Pearce, Development and Outreach Manager

Izabella Maar, Projects Assistant

Grace Richardson, Heritage Trainee (Scotland)

The Network is governed by a board of directors which currently consists of twelve people drawn from our members and other professionals working in the field.

### About Essential Networks

This role is being created as part of the Essential Networks project delivery phase. Essential Networks is a major development and resilience project that will transform the Network's ability to empower people to rescue and reuse historic buildings and spaces for the benefit of their communities. It will run from November 2024 to March 2029.

With a £1,364,588 grant from The National Lottery Heritage Fund, we aim to empower thousands of people, from a wide range of backgrounds, throughout the UK to come together to rescue and reuse historic sites for the benefit of their communities. We want to take Heritage Trust Network (rebranded as Heritage Network) to the next level of effectiveness and resilience with the staff team, digital infrastructure and financial sustainability it needs to:

- provide a comprehensive programme of support, expertise, information, peer-learning and networking for all those working on local heritage regeneration.
- effectively celebrate, support and promote the importance of community-led heritage for sustainable regeneration.
- develop complementary networks of supportive businesses, local authorities and individuals.





- enable young people to participate fully in the community heritage sector.

This will enable hundreds more community organisations to successfully save and re-use the buildings and spaces their communities love and build a more resilient Network that is able to develop this work into the next decade.

We will develop a new member portal and website creating a single place for community heritage organisations to interact with the Network, access information and advice, renew memberships and book events. Initiatives, such as learning programmes, organisational health checks and an expert panel will provide new ways for community heritage organisation to become more effective and resilient. Outreach to marginalised communities will make the community heritage sector more diverse and inclusive. During the project our staff team will expand to 13 including:

- Development and Outreach Officer for Wales (part time)
- Development and Outreach Officer for Northern Ireland (part time)
- Business Development Manager
- Marketing and Communications Officer
- Heritage Trainee (UK)
- Development and Outreach Officer for England (dependent on other funding)
- Heritage Trainee (England) (dependent on other funding)

## Who you are

You have developed marketing and communications skills through work in heritage, culture, community development or regeneration. You are able to think strategically, collaborate with colleagues to co-design campaigns, and get involved in day-to-day content development and delivery.

You are a self-motivated and hard-working team member who is committed to equality, diversity and inclusion. Team spirit and excellent customer service runs throughout everything you do from timely communication with colleagues, to the satisfaction of a job well done when supporting members and building relationships. Your interest in regeneration, heritage and sustainability in the built environment is evident as is your willingness to promote the work of the Network.

## Role

All members of our team undertake marketing and communications activities, the role of the Marketing and Communications Officer will be to plan, co-ordinate and support this activity as well as much of the direct delivery of communications. They will work closely with team members to ensure all communications are consistent across the organisation and conform to best practice standards and guidance. They will undertake key marketing and communications activities such as creating and posting content. This role will work closely with our heritage trainees, providing training and delegating, to deliver some of the key tasks.





### Key responsibilities:

1. Review the Network's marketing and communications and develop a Marketing and Communications Strategy and Annual Communications Plan, and ensure staff are able to implement it consistently across the organisation
2. Develop and create content for inclusion in email newsletters (such as the fortnightly UK-wide newsletter, opportunities bulletin and any future supporter or public newsletters) and other targeted email communications
3. Manage, and have oversight of, promotional emails and ensure they meet the Network's objectives in terms of targeting, content and design
4. Develop, create and publish content for Network social media channels and monitor engagement
5. Manage, and have oversight of, the Network's website and ensure content and design are maximised for engagement
6. Write and distribute media releases and other media communications
7. Ensure that Network events are promoted effectively to ensure ticket sales and high attendance
8. Work with the Membership Manager to refine member communications and maximise member engagement
9. Organise those Network events that have a promotional function (e.g. "Introduction to Heritage Trust Network")
10. Work with graphic designers, copywriters and videographers to produce publications and films to promote the Network
11. Collate and publicise Impact Survey results and the Annual Report through the use of infographics and bitesize, engaging content via Network communication channels
12. Collect and promote member case studies in order to support the Networks advocacy for community heritage
13. Organise presentations to the staff teams of key organisations (such as Funders)
14. Ensure all staff and volunteers are using consistent messaging and following brand guidelines via all Network channels
15. Ensure all communications are accessible and inclusive for the target audiences
16. Be the named contact to work and build relationships with the media and communications officers in partner organisations and deal with general information enquiries about the Network





### General responsibilities

- 17 Work as a member of the Network team, covering for colleagues where required,
- 18 Ensure your activities deliver the Strategy and Business Plan.
- 19 Help to champion the rescue and reuse of historic sites across the UK for community benefit, particularly by charities, social enterprises and community organisations.
- 20 Ensure that all Network activities and communications to members are accessible, inclusive and of a high standard.
- 21 Represent the Heritage Trust Network at online and in-person events.
- 22 Use the Network's agreed digital systems and carry out duties in a transparent manner (e.g. using the Network's internal calendar system, storing digital files in agreed shared places, logging activity on the CRM).
- 23 Follow Network policies and procedures.

### Person Specification

Essential	Desirable
Training, experience and qualifications	
Experience relevant to this role which might include: <ul style="list-style-type: none"> <li>• Communications and marketing in the heritage, culture or regeneration sectors</li> <li>• Promoting events</li> <li>• Communications for a membership organisation</li> <li>• Sourcing and editing engaging content for use across a range of media</li> <li>• Communicating impact</li> <li>• Social media management and web editing</li> </ul>	Experience across a range of activities relevant to this role Experience of roles that involve working at different levels; strategic, managerial and operational
Knowledge and skills	
Marketing and communications skills relevant to a membership, learning or advocacy context  Understanding of the heritage, culture and regeneration sectors	Willingness to work at different levels; strategic, managerial and operational  Good verbal and written communication skills including the ability to adapt communication styles to a variety of circumstances  Good digital skills





<p>Ability to collaboratively develop marketing plans</p> <p>Good interpersonal skills with the ability to work with a diverse range of people</p> <p>Good organisational skills including the ability to keep detailed records</p>	<p>Demonstrable commitment to heritage, community development or another area relevant to this role</p> <p>Ability to prioritise, be flexible and adaptable to suit a demanding workload</p>
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\*A CRM is a digital 'customer relationship management' platform that helps us to manage our interactions with members, potential members and other stakeholders.

