

**Job Description : MARKETING, COMMUNICATIONS AND EVENTS OFFICER**

**Salary :** £24,000-£28,500 per annum (dependent on experience and responsibility)

**Contract:** Permanent, full time

**Responsible to:** Senior Manager, Heritage Lincolnshire

**Location:** Heritage Lincolnshire’s office, The Old School, Cameron Street, Heckington, Sleaford, NG34 9RW. (Hybrid working arrangements)

**INTRODUCTION**

Heritage Lincolnshire operates from the Humber to the Wash across the historical county of Lincolnshire. Our objectives are to advance the education of the public in all matters relating to Lincolnshire’s rich and diverse heritage and to preserve and investigate that heritage for the benefit of local people and visitors to the County. Lincolnshire is a county full of potential in terms of heritage from telling the stories of our rich history to the regeneration of our high street. The recognition of the value of heritage is rising and we want to share our work and events as widely as possible. . Our vision is to ensure that: ***The special character and significance of Lincolnshire’s heritage is understood, valued, conserved and celebrated for the benefit of local people, visitors and future generations.***

As our new Comms and Events Officer, you will be joining the team at Heritage Lincolnshire during a transformational period in our development. You will be instrumental in building our brand across all our business and charitable interests as well creating and leading us through a diverse programme of events. This is an exciting time to join the organisation. We are looking for someone with the drive, initiative and enthusiasm to ensure we realise our vision to be the East Midlands principal heritage charity. You will have exceptional communication skills and thrive working collaboratively as part of a close-knit team. You’ll be comfortable working in a forward-facing role, have a proven track record of achieving performance targets and enjoy working in an organisation with a social purpose.

Heritage Lincolnshire (HTL) is a local charity with over 30 years of experience in the sector. We work across the historic county of Lincolnshire to save heritage at risk, engage communities with their heritage, and promote best practice in the sector. HTL undertakes consultancy services across the Midlands and nationally, and our archaeological unit, APS, works nationally. As a small charity, HTL offers an exciting opportunity for early career professionals who would like to gain a wide range of experience and have a material impact on the organisation they work for.

**EMPLOYEE BENEFITS**

Heritage Lincolnshire is a well-regarded and established charity employing 55 members of staff, over 250 volunteers and working in partnership with a wide range of organisations. As a small team with a huge amount of skills, experience and enthusiasm, we work collaboratively to deliver a wide range of projects, services and activities.

Benefits include:

* Pension scheme including an employer’s contribution of 5% of gross annual salary
* 28 days holiday per year inclusive of bank holidays (increasing to 30 days after 2 years’ service)
* Flexible working hours with time of in lieu for any additional hours worked
* Mileage and expenses payments
* Childcare voucher scheme
* Continued Professional Development
* IHBC or other professional membership annual subscription paid by the charity.

**JOB DESCRIPTION**

Job title: Communications and Events Officer

Location: The Old School, Heckington

Responsible to: Senior Manager

Responsible for: Volunteers

**JOB SUMMARY**

To take ownership and drive a new comprehensive communications and events offer at Heritage Lincolnshire to build an effective and sustainable brand in collaboration with the rest of our team. We are passionate about Lincolnshire’s heritage, and it underpins everything we do. You need to make sure that comes across in our public face. We know that heritage is also a great vehicle to explore history, the natural environment, health and wellbeing and even team building at all stages of life so you will have plenty to work with and this post will be crucial to develop new ways of reaching people with our work.

**KEY RESPONSIBILITIES**

* To take a leading role in creating a comprehensive new communication strategy at Heritage Lincolnshire that can be delivered to a variety of audiences and champions equity, diversity and inclusion.
* Work with our colleagues on grant funded schemes to offer advice and assistance in communications and events best practice.
* Inspire our communities through events and activities to celebrate their past and empower them to come together, learn, laugh and engage.
* Provide advice through general enquiries from the public, community groups, amenity bodies and local authorities, always looking for opportunities to be a positive champion for our work and our county’s heritage and encourage great community engagement.
* Inspire and support a close team of volunteers at Heritage Lincolnshire as required in line with best practice. (refer to our Volunteer Policy HTL/018)
* To follow and comply with all policies and procedures of Heritage Lincolnshire which includes the Trust’s Health and Safety procedures in the workplace, ensuring personal safety and the safeguarding of the interests and safety of all staff, trainees, visitors, and others at the Trust.
* To uphold the working values and expectations of HTL both in the office and when representing the organisation externally.
* To carry out other duties relevant to your post as reasonably required by your line manager.
* This role will involve use of own vehicle for company business on a regular basis.

**PERSON SPECIFICATION**

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|  | **ESSENTIAL** | **DESIRABLE** |
| **Education/Training/Qualifications** | * Educated to a relevant subject and/or demonstrable relevant experience in communications and events. | * Other specialism relating to marketing in a heritage context. |
| **Experience** | * At least 3 years’ experience of working in communications and events including a thorough understanding of digital and physical marketing platforms and initiatives. * Experience in managing, key performance indicators, budgets and delivering within them. * Proven track record of monitoring analytics and shaping marketing campaigns accordingly to maximise reach. | * Understanding of Archaeology and heritage. * Meaningful experience of supporting and coordinating volunteers on a day-to-day basis in a public facing role. |
| **Competencies** | * An ability to work independently, showing initiative and flexibility. * Able to work at pace, coordinating multiple work streams as part of a busy and warm team. * Excellent organisational skills * Good written and oral communication skills, with tact and clarity. * The ability to offer a creative approach to identifying and solving issues. * Valid driving licence and access to a car. * Ability to work as part of a team. | * Ability to engage with a range of clients, funding partners and supporters. * Aptitude for working with volunteers and making use of their skills and experience. |
| **Values and attitudes** | * Flexible according to the needs of the business including working outside normal office hours as required. * Smart appearance * Confidence * Enthusiastic * Committed to championing equity, inclusion and celebrating diversity7 KJL |  |