

Position: Marketing & Development Manager
Line Manager: Executive Director & Joint CEO
Contract: Permanent, part-time 32hrs (4 days per week)
Salary: £30,000 (pro rata 0.8 FTE with possibility to increase to full time)
Based at: Rosehill Arts Trust (Moresby, Whitehaven, Cumbria)

Last Updated: November 2024

The Marketing & Development Manger plays a key role in promoting the organisation's mission, increasing visibility, attracting donors, and engaging the community.

This role requires a mix of creativity, strategic thinking, project management, and relationship-building skills, all focused on advancing the charity's mission and long-term sustainability.

1. Objectives and Responsibilities:

- a. Develop strategic and high-quality marketing campaigns to build new, and sustain existing, audiences.
- b. Coordinate the consistent day-to-day delivery of marketing campaigns, directly and through the management of third-party suppliers.
- c. Act as a brand guardian.
- d. Work as part of a team to develop Rosehill's commercial offer.
- e. Work with colleagues across the organisation to capture and communicate Rosehill's story as it develops.
- f. Ensure that all marketing approaches align with the organisation's values.

2. Duties:

- a. **Marketing Strategy and Planning**
 - i. **Develop & Implement Marketing Plans:** Create and execute comprehensive marketing strategies to raise awareness, attract donors, and promote the charity's mission and programs.
 - ii. **Brand Management:** Ensure consistent messaging and branding across all marketing channels and materials, maintaining a strong and recognisable charity brand.
 - iii. **Market Research:** Conduct research to understand the target audience, assess market trends, and evaluate the effectiveness of marketing campaigns.
 - iv. **Competitor Analysis:** Monitor other similar charities and organisations to identify opportunities and trends that could be relevant to the charity's goals.

b. **Communications and Content Creation**

- i. **Content Development:** Write, edit, and produce marketing materials such as newsletters, blog posts, social media content, press releases, impact reports, and promotional brochures.
- ii. **Social Media Management:** Oversee the charity's social media channels, develop engaging content, and build an online community to increase awareness and engagement.
- iii. **Email Campaigns:** Plan and execute email marketing campaigns to engage existing donors, attract new supporters, and communicate program updates and impact.
- iv. **Media Relations:** Build relationships with journalists, bloggers, and media outlets to secure coverage in local, national, and industry-specific media.

c. **Digital Marketing and Website Management**

- i. **Website Maintenance:** Oversee and update the charity's website, ensuring it's user-friendly, informative, and optimised for conversions (ticket sales, hires, donations, volunteer sign-ups).
- ii. **SEO & Analytics:** Monitor and improve website performance using SEO best practices, Google Analytics, and other data to track website traffic, user behaviour, and campaign effectiveness.
- iii. **Paid Digital Advertising:** Manage online advertising campaigns (e.g., Google Ads, Facebook Ads) to drive traffic, engagement, and donations.

d. **Public Relations and Community Engagement**

- i. **Community Outreach:** Build relationships with community groups, influencers, businesses, and volunteers to increase the charity's presence and foster community support.
- ii. **Stakeholder Communications:** Support the Senior Leadership Team to provide regular updates to key stakeholders, including board members, donors, volunteers, and beneficiaries, about the charity's impact, goals, and successes.
- iii. **Press & Media Engagement:** Act as the primary contact for press inquiries, prepare press kits, and pitch stories to the media to gain coverage for campaigns and initiatives.

e. **Crisis Communication and Reputation Management**

- i. **Crisis Communications:** Work with the Joint CEO's to develop and implement communication strategies in case of emergencies or negative press, ensuring that the charity's reputation remains intact.
- ii. **Reputation Management:** Monitor the charity's online and public reputation, responding to feedback and comments in a timely and professional manner.

f. **Revenue Generation**

- i. **Optimise Existing Sources of Revenue:** Work closely with the Executive Director and the wider staff team to optimise and enhance existing sources of revenue.
- ii. **Develop New Sources of Revenue:** Work with the Executive Director to devise, test, and implement new sources of income (workshops, courses, corporate packages etc.) which meet the organisation's ambitions.
- iii. **Hireable Spaces:** Work as part of a cross-department hireable spaces team to engage with attract prospective customers, manage enquiries, and plan and manage events.

g. **Fundraising Support**

- i. **Fundraising Campaigns:** Collaborate with the fundraising team to create marketing strategies for campaigns, events, and appeals (e.g., annual giving, major gifts, crowdfunding).
- ii. **Donor Stewardship:** Develop and implement strategies to engage and retain donors, including personalised communications, thank-you letters, and impact reports.
- iii. **Event Promotion:** Support the planning and marketing of fundraising events, including galas, performances, and virtual events, to maximise participation and donations.

h. **Data and Reporting**

- i. **Campaign Analysis & Reporting:** Track and analyse the performance of marketing campaigns, social media metrics, fundraising efforts, and other key performance indicators (KPIs).
- ii. **Donor Database Management:** Work closely with the Executive Director to maintain and update the donor database, ensuring that donor information is accurate and up-to-date.
- iii. **Budget Management:** Develop and manage the marketing and development budget, ensuring cost-effective use of resources to maximise return on investment (ROI).

i. **Strategic Partnerships**

- i. **Partnership Development:** Work closely with the Executive Director to identify and develop relationships with potential corporate partners, sponsors, and philanthropic foundations to secure funding and support for the charity's initiatives.
- ii. **Partnership Activation:** Manage co-branded marketing efforts with partners, ensuring mutual visibility and alignment with the charity's mission.

j. **Leadership and Collaboration**

- i. **Supplier Management:** Brief and manage third-party marketing and development suppliers and freelancers.
- ii. **Team Management:** Lead cross-departmental teams in delivering high-quality marketing and development outputs.
- iii. **Collaboration with Other Departments:** Work closely with all departments to align marketing efforts with overall organisational goals.

k. **Innovation and Best Practices**

- i. **Trend Monitoring:** Stay updated on the latest trends in not-for-profit marketing, digital communications, and fundraising to ensure the charity remains innovative and competitive.
- ii. **Continuous Improvement:** Regularly assess and refine marketing processes to enhance efficiency and effectiveness.
- iii. **Project Management:** Lead on marketing and development project management from idea development and budgeting, through to delivery and evaluation.
- iv. **Opportunity Identification:** Identify and respond to opportunities and need with considered yet timely action as required and in line with Rosehill's objectives.

3. Other Responsibilities:

- a. Ensure relevant policies and procedures, including data privacy policy, are effective and adhered to through all planning and delivery.
- b. Effectively manage and monitor budgets for all marketing projects and responsibilities listed in this job description, achieving income and expenditure targets as agreed.
- c. Act as line manager for temporary and freelance staff members as required.
- d. Contribute generally to the work of Rosehill, undertaking such other tasks as appropriate.

The list of duties above is not exhaustive and the post holder may be required to undertake other duties as may reasonably be required from time to time.

Person Specification

Requirements	Essential	Desirable
Personal Qualities	<ul style="list-style-type: none"> - Organised - Excellent eye for detail - Collaborative team-player - Able to work calmly under pressure e.g. during events - Ability to balance priorities and manage multiple streams of work concurrently - An interest in the arts - A values-led approach to marketing and development 	<ul style="list-style-type: none"> - Good networker, with a strong list of relevant agencies & individual contacts
Knowledge and Skills	<ul style="list-style-type: none"> - Excellent verbal and written communication skills for a range of outputs and audiences - Comfortable with numbers, particularly in relation to budgets and reporting - Computer literacy – MS inc. Excel and Word - Excellent understanding of social media platforms including paid advertising campaigns - Managing third-party suppliers and freelancers 	<ul style="list-style-type: none"> - Experience of using design packages such as Adobe Creative Cloud or Figma - Experience in writing funding applications - Knowledge of the arts and the wider creative and/or third sector - Effective budget management - Full clean driving license and access to own vehicle

Relevant Experience	<ul style="list-style-type: none">- Three years of relevant work experience- Experience in managing campaigns and projects- Experience managing CMS systems- Experience managing CRM systems- Experience in evaluating and reporting	<ul style="list-style-type: none">- Experience in collaborating with diverse community groups- Working with, and marketing to, people from diverse backgrounds- Experience managing ticketing systems
Additional Factors	<ul style="list-style-type: none">- Desire for personal development	