

Job Outline

Job Title:

Marketing and Business Development Manager

Basis:

Full Time

Salary:

£31,864 per annum

Status:

Permanent

Base:

Bryngarw House

Accountable to:

Head of Marketing and Communications

Accountable for:

N/A

Your Role:

You will play a significant role in marketing a number of interrelated business areas within Awen Cultural Trust and Awen Trading Ltd, using traditional and digital marketing methods, public relations and other communications activities. These include: the exclusive wedding and events venue Bryngarw House; the award-winning Bryngarw Country Park, including its visitor centre, café and Y Nyth education and wellbeing centre; two work-based projects for adults with learning disabilities, B-Leaf and Wood-B.

In this role, you will:

- Work across Awen Cultural Trust (a registered charity) and its trading subsidiary Awen Trading Limit, to market a portfolio of interrelated venues and services
- Develop and deliver integrated marketing campaigns for the venues listed above and the activities they provide.
- Work collaboratively with colleagues to support Awen's charitable outcomes and help achieve sales targets within its commercial entities, and find creative, cross-promotional opportunities to maximise awareness.
- Act as the 'brand guardian' for each of the businesses, and advocate for the consistent use of the Welsh language, logos, imagery, fonts and tone of voice across all marketing communications, ensuring these are always delivered to a high, professional standard.

Develop and deliver integrated marketing plans across Bryngarw House, Bryngarw Country Park, B-Leaf and Wood-B, with a strong focus on digital marketing.

- Manage these businesses' social media platforms and websites, including paid social, pay per click and SEO campaigns, both in-house and with support from external agencies.
- Monitor the effectiveness of the aforementioned marketing plans, using analytics and insights, to analyse return on investment and evaluate customer/visitor experience.
- Work with the wider marketing team and other colleagues to identify cross-promotional and new income generating opportunities e.g. sponsorships and fundraising.
- Support the delivery of an effective public relations strategy by writing press releases and blog posts and building positive relationships with the local, regional and industry media.
- Provide line management of the Libraries Marketing Officer post and ensure the relevant marketing budgets are managed effectively.

General Duties and Responsibilities:

- Be responsible for your own safety and that of other staff and any member of the public who may be affected by your acts and omissions at work.
- Participate in any training and development activities to maintain own development or to enhance competence within job role.
- Uphold and integrate our purpose and value in all that you do.
- Ensure that activities are completed in accordance with Awen's commitment to equalities and diversity and in line with best practice and legislation.
- This is not a complete statement of all duties and responsibilities comprising this post, which may have to be varied to meet the changing needs of the business.

Person Specification

The Person (ESSENTIAL CRITERIA ARE INDICATED AS (E):

- Ability to manage a busy workload and prioritise activities across different business areas to achieve deadlines. (E)
- Positive and proactive attitude to work
- Highly personable, be able to work on your own or collaboratively within a wider team
- Commitment to the vision and values of Awen Cultural Trust
- Commitment to inclusion, diversity and equality.
- Able to advocate Awen's purpose and social impact with stakeholders
- Solutions-focused approach to work
- Fluent Welsh speaker (highly desirable).

awen

Qualifications, Skills, Abilities and Experience:

(ESSENTIAL CRITERIA ARE INDICATED AS (E):

- Degree or above in marketing, PR or communications (E)
- Proven experience of marketing within a relevant sector (E)
- Strong copy writing and proof-reading skills (E)
- In-depth knowledge of digital marketing methods (E)
- Experience of managing budgets and demonstrable evidence of delivering effective campaigns (E)
- A full UK driving license and access to your own vehicle. (E)
- Experience of managing the marketing activity for several departments or organisations simultaneously
- Experience of using analytics e.g. Google Analytics and social media insights to inform and evaluate marketing activity
- Experience of using content management systems and working with web developers
- Experience of working with external agencies e.g. graphic design, printers, copywriters and other specialisms.

awen