

# Job Outline

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## 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.

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## 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).

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# 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.

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# Amlinelliad o'r Swydd

## Teitl y Swydd:

Rheolwr Marchnata a Datblygu Busnes

## Sail:

Llawn amser

## Cyflog:

£31,864 y flwyddyn

## Statws:

Parhaol

## Safle:

Tŷ Bryngarw

## Yn atebol i:

Pennaeth Marchnata a Chyfathrebu

## Yn atebol am:

Amherthnasol

## Eich rôl:

Byddwch gennych ran bwysig yn y gwaith o farchnata nifer o feysydd busnes cysylltiedig o fewn Ymddiriedolaeth Ddiwylliannol Awen ac Awen Trading Ltd, gan ddefnyddio dulliau marchnata traddodiadol a digidol, cysylltiadau cyhoeddus a gweithgareddau cyfathrebu eraill. Bydd y rhain yn cynnwys: y lleoliad priodasau a digwyddiadau unigryw Tŷ Bryngarw; Parc Gwledig Bryngarw, gan gynnwys ei ganolfan ymwelwyr, caffi a chanolfan les a chanolfan addysg a llesiant Y Nyth; dau brosiect gwaith ar gyfer oedolion ag anableddau dysgu, B-Leaf a Wood-B.

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# Yn y rôl hon, byddwch yn:

- Gweithio ar draws Ymddiriedolaeth Ddiwylliannol Awen (elusen gofrestredig) a'i his-gwmni masnachu Awen Trading Ltd, i farchnata portffolio o leoliadau a gwasanaethau cysylltiedig
- Datblygu a chyflwyno ymgyrchoedd marchnata integredig ar gyfer y lleoliadau a restrir uchod a'r gweithgareddau y maent yn eu darparu.
- Cydweithio â chydweithwyr i gefnogi canlyniadau elusennol Awen a helpu i gyrraedd targedau gwerthu o fewn ei endidau masnachol, a dod o hyd i gyfleoedd creadigol, traws-hyrwyddo er mwyn sicrhau'r ymwybyddiaeth fwyaf posibl.
- Gweithredu fel 'gwarcheidwad brand' pob un o'r busnesau, ac eirioli dros ddefnyddio yn gyson y Gymraeg, logos, delweddau, ffontiau a thôn llais ar draws yr holl gyfathrebiadau marchnata, gan sicrhau bod y rhain bob amser yn cael eu danfon i safon uchel, broffesiynol.

Datblygu a darparu cynlluniau marchnata integredig ar draws Tŷ Bryngarw, Parc Gwledig Bryngarw, B-Leaf a Wood-B, gyda ffocws cryf ar farchnata digidol.

- Rheoli llwyfannau a gwefannau cyfryngau cymdeithasol y busnesau hyn, gan gynnwys ymgyrchoedd cymdeithasol y telir amdanynt, talu fesul clic ac ymgyrchoedd SEO, yn fewnol a gyda chymorth gan asiantaethau allanol.
- Monitro effeithiolrwydd y cynlluniau marchnata a grybwyllwyd uchod, gan ddefnyddio dadansoddeg a mewnwelediadau, i ddadansoddi elw ar fuddsoddiad a gwerthuso profiad cwsmeriaid/ymwelydd.
- Gweithio gyda'r tîm marchnata ehangach a chydweithwyr eraill i nodi cyfleoedd traws-hyrwyddo a chyfleoedd newydd i greu incwm e.e. nawdd a chodi arian.
- Cefnogi cyflwyno strategaeth cysylltiadau cyhoeddus effeithiol drwy ysgrifennu datganiadau i'r wasg a blogiau a meithrin perthynas gadarnhaol gyda'r cyfryngau lleol, rhanbarthol a diwydiant.
- Darparu rheolaeth llinell i swydd y Swyddog Marchnata Llyfrgelloedd a sicrhau bod y cyllidebau marchnata perthnasol yn cael eu rheoli'n effeithiol.

## Dyletswyddau a Chyfrifoldebau Cyffredinol:

- Byddwch yn gyfrifol am eich diogelwch eich hun a staff eraill ac unrhyw aelod o'r cyhoedd a allai gael eu heffeithio gan eich gweithredoedd a'ch anweithredoedd yn y gwaith.
- Cymryd rhan mewn unrhyw weithgareddau hyfforddi a datblygu i gynnal eich datblygiad eich hunain neu i

wella cymhwysedd o fewn y rôl.

- Cynnal ac integreiddio ein pwrpas a'n gwerthoedd ym mhopeth rydych chi'n ei wneud.

- Sicrhau bod gweithgareddau yn cael eu cwblhau yn unol ag ymrwymiad Awen i gydraddoldeb ac amrywiaeth ac yn unol â'r arferion gorau a deddfwriaeth.
- Nid yw hwn yn ddatganiad cyflawn o'r holl ddyletswyddau a chyfrifoldebau sydd wedi'u cynnwys yn y swydd hon, a allai fod yn amrywiol i ddiwallu anghenion newidiol y busnes.

# Manyleb y Person

## Y Person (NODIR MEINI PRAWF HANFODOL GAN (H):

- Y gallu i reoli llwyth gwaith prysur a blaenoriaethu gweithgareddau ar draws gwahanol feysydd busnes i gyflawni terfynau amser. (H)
- Agwedd bositif a rhagweithiol tuag at waith
- Yn hynod gyfeillgar, gallu gweithio ar eich pen eich hun neu ar y cyd o fewn tîm ehangach
- Ymrwymiad i weledigaeth a gwerthoedd Ymddiriedolaeth Ddiwylliannol Awen
- Ymrwymiad i gynhwysiant, amrywiaeth a chydaddoldeb.
- Gallu eirioli dros bwrpas ac effaith gymdeithasol Awen gyda rhanddeiliaid
- Dull sy'n canolbwyntio ar atebion o weithio
- Siaradwr Welsh rhugl (hynod o ddymunol).

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# Cymwysterau, Sgiliau, Galluedd a Phrofiad:

(NODIR MEINI PRAWF HANFODOL GAN (H):

- Gradd neu uwch mewn marchnata, cysylltiadau cyhoeddus neu gyfathrebu (H)
- Profiad profedig o farchnata o fewn sector perthnasol (H)
- Sgiliau ysgrifennu copi cryf a sgiliau prawf-ddarllen (H)
- Gwybodaeth fanwl am ddulliau marchnata digidol (H)
- Profiad o reoli cyllidebau a thystiolaeth o ddarparu ymgyrchoedd effeithiol (H)
- Trwydded yrru lawn yn y DU a mynediad i'ch cerbyd eich hun. (H)
- Profiad o reoli'r gweithgaredd marchnata ar gyfer sawl adran neu sefydliad ar yr un pryd
- Profiad o ddefnyddio dadansoddeg e.e. Google Analytics a mewnwelediadau cyfryngau cymdeithasol i lywio a gwerthuso gweithgarwch marchnata
- Profiad o ddefnyddio systemau rheoli cynnwys a gweithio gyda datblygwyr gwe
- Profiad o weithio gydag asiantaethau allanol e.e. dylunio graffeg, argraffwyr, ysgrifenwyr copi ac arbenigeddau eraill.

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