



Heritage Lab Ramsgate
Curiously Creative Spaces

Communications and Marketing Manager:

Role outline

Contract Fee: £137.50 per day [circa 1- day per week for 45 weeks]

Line of responsibility: The Communications and marketing manager: will be directly responsible to the Chief Executive Officer [CEO].

Working Conditions: Mainly home based with some travel mainly in and around Ramsgate.

About Heritage Lab CIC

Heritage Lab was set up to unlock the potential of historic buildings and community assets in Ramsgate. The first place in the UK to be established as a Heritage Action Zone, any of Ramsgate's 450 listed buildings are in poor repair, empty or underused; yet they could represent a powerful regenerative tool.

Complementing other regeneration initiatives, we will aim to work with the local community and organisations to bring Ramsgate's heritage buildings and community assets back into sustainable use. Our focus is on creating high quality community space, workspace and jobs, identified as pressing needs by the local people.

We believe this will help to reinforce a sense of community, rejuvenate the local economy and provide a catalyst for improvements to the wider area, enhancing pride in our town.

Role Purpose

Heritage Lab Community Interest Company is seeking a creative, skilled and effective communications and marketing manager to help drive and revamp the way we communicate with the public, stakeholders, funders and members so that we can maximise their support and involvement in helping us to regenerate Ramsgate for the benefit of local people.

The Communications and marketing manager [CMM] is responsible for:

Quickly, reviewing our existing methods of communication and marketing, developing and proposing a strategy to the Board of Directors and implementing this strategy effectively. Dealing with multiple stakeholders your duties will include:

- Marketing Strategy Development: Develop and execute comprehensive marketing plans and strategies aligned with Heritage Lab's objectives
- Market Research: Conduct continuous market research to identify industry trends, customer needs, and competitors' activities. Especially for Heritage Lab's new co-working space Thrive.
- Promotion: Create and manage marketing campaigns to promote Heritage Lab.
- Brand Management: Maintain and enhance the Heritage Lab brand identity, ensuring consistency across all marketing materials.
- Digital Marketing: Oversee and optimise online marketing efforts, including website management, SEO, email marketing, social media marketing, and paid advertising.
- Content Creation: Generate engaging and informative content, including blog posts, articles, videos, infographics, and whitepapers. Knowledge of Adobe design suite or Canva is beneficial.
- Public Relations: Cultivate relationships with industry influencers, trade publications, and media outlets to secure positive press coverage.
- Event Planning: Organise and participate in industry and community events - Occasionally representing Heritage Lab CIC at external events, some of which may require weekend or evening work
- Marketing Analytics: Utilise data analytics tools to track and analyse marketing performance metrics, making data-driven adjustments to strategies.
- Budget Management: Working with the finance manager, create and manage the marketing budget, optimising resource allocation.
- Community Engagement: Implement strategies to engage the local community, including events, workshops, newsletters, and surveys.
- Competitor Analysis: Monitor competitors' activities and market trends to identify opportunities and threats.
- Compliance: Ensure marketing activities adhere to relevant laws and regulations.
- Reporting: Regularly report to senior management on marketing performance and provide insights and recommendations.
- Innovation: Stay updated with emerging marketing trends, tools, and technologies to identify opportunities for innovation.

- Reviewing the potential for Heritage Lab to secure regular donations via appropriate online platforms embedded on our website such as Just Giving, Hivebrite, BOPP etc, making recommendations to the Board and implementing the agreed outcome.
- Manage information and record the profile and fundraising activity of donors on a database
- Support the CEO and Project Manager to write grant applications to charitable trusts or statutory bodies
- Working with the Finance Manager, keep track of income and expenditure for various projects and undertake general office and administrative duties, as required.

As well as:

- Writing and sending email campaigns
- Posting social media updates
- Making and maintaining relationships with key individuals and senior stakeholders
- Providing detailed updates to the Board of Directors
- Working closely with the Project Manager and CEO
- Database management [volunteers, members, companies, grant makers etc]

Skills needed:

- Knowledge of Wordpress (website tool)
- Knowledge of Google Workspace
- Proficiency in digital marketing tools and platforms.
- Social Media Knowledge
- Google Ad's and Social Ad's knowledge
- Adobe design suite / Canva
- Skilled copywriter
- Creative content creator
- You have experience using social media scheduling software (knowledge of Hootsuite is preferred).
- You are comfortable working independently and taking ownership of strategies and campaigns.
- Good knowledge of GDPR

Duties and Responsibilities

Main duties and responsibilities are indicated above. Other duties of an appropriate level and nature may also be required, as directed by the CEO.

Conditions of Contract

S/he is required to support and encourage Heritage Lab's ethos and its objectives, policies and procedures as agreed by the Board.

S/he will uphold the Heritage Lab's Policy in respect of Child Protection and Safeguarding matters.

S/he will be subject to all relevant statutory and institutional requirements.

S/he may be required to perform any other reasonable tasks, after consultation.

This role profile allocates duties and responsibilities but does not direct the particular amount of time to be spent on carrying them out and no part of it may be so constructed.

This role profile is not necessarily a comprehensive definition of the post. It will be reviewed at least once a year and it may be subject to modification at any time after consultation with the postholder.

The role will bring the contracted post holder in contact with commercial sensitive and personal sensitive information, and the post holder is expected to maintain confidentiality at all times.

Role Specification Operational

S/he will: Establish and maintain good relationships with all stakeholders, members, colleagues and grant making bodies.

Provide efficient assistance to her/his Line Manager regarding all aspects of the role

Establishing a suitable database to track grants and donations

Assist in maintaining and updating information held on Heritage Lab's databases relating to projects including recording expenditure and income, accessing and producing reports for budget holders.

Assist in transferring data safely when database systems are introduced and/or changed.

Assist in the preparation of statistics and management information with regard to finance as required by her/his Line Manager, grant making bodies, including end of project accounts.

Assist in the collection, entry and extraction of data required to complete returns to grant makers and statutory bodies.

Liaise with grant makers, statutory bodies and budget holders and attend to queries as required by her/his Line Manager.

Contribute to the evaluation and development of Heritage Lab's work

Report technical faults relating to the Heritage Lab's database system/s and equipment to the ICT Technicians in accordance with reporting procedures.

Administrative

S/he will: Ensure that all administrative duties, checks and documentation are completed to the required level of accuracy including returns and reports.

Process, input and extract data held on the Heritage Lab's database systems.

Maintain both manual and computerised record and filing systems in line with audit requirements

Take minutes/notes in meetings as required, and circulate associated information.

Deal with correspondence promptly and as required.

Deal with requests and enquiries and taking messages as required including via email.

General

S/he will: Attend Heritage Lab events as required.

Assist in Heritage Lab's emergencies as required, including locating relevant staff, contacting emergency services and completing necessary documentation.

Attend relevant meetings and training sessions.

Keep abreast of developments and changes in fields relevant to role and communicate to staff as required.

The postholder will contribute to the Heritage Lab's objectives in service delivery by:

- Enactment of Health and Safety requirements and initiatives, as directed.
- Ensuring compliance with Data Protection legislation.
- Operating within the Heritage Lab's Equalities Framework at all times.
- Commitment and contribution to improving standards as appropriate.
- Acknowledging customer care and quality initiatives.
- Contributing to the maintenance of a caring and stimulating environment.
- Special Conditions of Service

Because of the nature of the post, candidates are not entitled to withhold information regarding convictions by virtue of the Rehabilitation of Offenders Act 1971 [Exemptions] Order 1975, as amended.

Candidates are required to give details of any convictions on their Application Form and are expected to disclose such information at the Appointment Interview.

Because this post allows substantial access to vulnerable people and children, candidates are required to comply with procedures in relation to Police Checks.

Prior to taking up the post, the successful candidate will be required to give written permission to Heritage Lab to ascertain details from the Police via the Disclosure and Barring Service regarding any convictions against them and, as appropriate, the nature of such convictions.

Equal Opportunities The postholder will be expected to carry out all duties in the context of and in compliance with the Heritage Lab's Equal Opportunities Policies.

Person Specification

Key skills

Excellent communication skills, both verbal and written.

Good at researching and devising strategies and opportunistically taking advantage of relevant possibilities.

Adept at people management, building long-term relationships with potential donors or volunteers and persuasively explaining Heritage Lab's cause.

The ability to manage targets are important, as are organisational and IT skills. An interest in, and commitment to, the work of Heritage Lab is essential.

Qualifications

Essential:

Degree in a relevant subject or demonstrable equivalent experience

Comms and Marketing qualification or demonstrable equivalent experience

Desirable: Project management qualification or demonstrable equivalent experience

Relevant experience

A minimum of three years' experience in communications and marketing.

Knowledge of the charitable sector.

Knowledge of Ramsgate and the issues and opportunities linked to its regeneration.

Desirable: Knowledge of current heritage and cultural funding bodies and their objectives

Termination

The contract may be terminated by either party by providing 6 weeks' notice or by mutual agreement.

Date of Issue:

Signature of Postholder: Signature of CEO:

How to apply:

We want to interview and appoint straight away. Please send your CV [2 pages max] and a short covering letter [1 page max] or media clip [2 minutes max] outlining why you think you're the perfect fit for the role.

This job is based in Ramsgate, mostly working from home. Should your application be of interest you will be required to attend an online interview via Zoom or an in-person interview in Ramsgate.

hello@heritagelab.org.uk

Informal enquiries to Rob Kenyon 07962253838