



## Job Description

<b>Job Title:</b>	Marketing & Communications Manager
<b>Reports to:</b>	Director of Heritage
<b>Direct reports:</b>	N/A
<b>Directorate:</b>	Heritage
<b>Position Type:</b>	Permanent, full-time
<b>Pay</b>	£27-30k depending on experience

### Role Summary

The Marketing & Communications Manager is a brand-new post at PSVT. You will raise the profile of PSVT as custodian of Port Sunlight, grow and diversify PSVT's audiences through the promotion of PSVT's visitor attractions, public programmes, and Port Sunlight itself, and ensure Port Sunlight's village residents, businesses, groups, and other key stakeholders are communicated with effectively. You will also support income generation through the effective promotion of commercial and fundraising activity. Internally, you will act in an advisory capacity to colleagues leading on internal communication with staff and volunteers.

This post is coming at an important and exciting time for PSVT and Port Sunlight. We are forging ahead with plans for a new museum concept which will transform our visitor attractions, progressing World Heritage ambitions, openly exploring the village's colonial links, working to diversify our audiences and workforce, and considering a new model for meaningful community involvement. As Marketing & Communications Manager, you will support all these areas of our work.

You will be an experienced marketing and communications professional with a successful track record in helping organisations to raise their profile, increase new and existing audiences and generate income.

As Marketing & Communications Manager, you will work across all PSVT's Teams. The postholder will sit within the Heritage Directorate. The Heritage Directorate promotes Port Sunlight's heritage and collections through public programming and works to ensure their long-term care and protection, generates income through the visitor experience and other commercial and fundraising activity, and supports residents and local businesses to foster community spirit and cohesion.

### Key Accountabilities

1. Produce, manage, and deliver PSVT's Marketing & Communications Strategy, including digital, to support the organisation's strategic plan and annual plans.
2. Be responsible for the PSVT brand, including its development and use.
3. Ensure consistent messaging internally and externally.
4. Lead PSVT audience research strategy, ensuring the workforce always has up-to-date intelligence concerning existing and target audiences.
5. Oversee the production of all marketing and communications collateral for PSVT, including in print and digital.

6. Commission work externally, including research, design, print, and photography.
7. Develop and maintain PSVT's corporate and resident websites and social media channels, including regular e-newsletters to PSVT's audiences and stakeholders.
8. Develop, manage and maintain press contacts, creating media releases and gaining additional exposure for special projects.
9. Be responsible for PSVT's image library for use across marketing and communications activity.
10. Identify, monitor and report on metrics across all marketing and communications activity to understand performance and drive improvements.
11. Develop local, regional and national media and promotional partnerships to support the delivery of the strategy.
12. Set and manage the marketing and communications budgets.
13. Provide advice and support to colleagues leading internal communication.
14. Recruit and line manage volunteers to support the delivery of marketing and communications activity.
15. Ensure Marketing & Communications Activity is underpinned by robust record-keeping to support succession planning and the development of the village archive.
16. Carry out duties in a manner that always reflects PSVT's values.
17. Undertake any further duties determined as reasonable and necessary in the fulfilment of the role.

## Person Specification

### Experience, skills, qualifications, and attributes:

- A minimum of 3 years marketing & communication experience, ideally with a track record in a museum, heritage, or visitor attraction setting.
- Experience of producing and successfully delivering marketing & communications strategies for digital and print activity.
- Knowledge of audience research with strong analytical skills.
- A confident communicator, both written and verbal.
- Excellent interpersonal skills with ability to work effectively with others.
- Highly motivated, self-driven, and works well independently.
- Demonstrable experience of procuring work externally.
- Demonstrable experience of building partnerships.
- Broad understanding of Port Sunlight's history, heritage, and significance.
- High level of computer literacy.

### Port Sunlight Village Trust Competencies

**Customer Focus** - Through provision of excellent customer service, ensures the Customer is at the heart of everything we do.

**Team Work**- Works collaboratively across the organisation to achieve PSVT's goals and objectives.

**Making things happen** Has a can – do attitude to the role and identifies solutions to maximise performance in a timely manner.

**Role Model** – represents PSVT at all times, and acts in manner that is professional, courteous and helpful

### Port Sunlight Village Trust Values

- **Integrity:** You can trust us to do what we say
- **Respect:** We value diversity and treat everyone fairly

- **Knowledge:** We are always learning and improving
- **Passion:** We really care about both the past and future of Port Sunlight
- **Creativity:** We are problem-solvers and openly share our ideas through partnership working
- **Participation:** We put the community at the heart of everything we do

PSVT is committed to ensuring that our recruitment processes for paid and voluntary positions are equitable for all applicants. We welcome applications from all individuals regardless of age, disability, sex, gender reassignment, sexual orientation, offending background, pregnancy and maternity, race, religion or belief, and marriage and civil partnerships. We will make all reasonable adjustments to enable individuals to carry out their roles effectively. PSVT is in the process of finalising a new hybrid working policy, and requests for flexible working arrangements are considered on a case-by-case basis.

Standard Checks (as applicable to role)	
Right to Work in UK	Yes
DBS (Standard CRB Check)	No
DVLA	
Qualification	Yes, relevant undergraduate degree or equivalent
Employment History / References	Yes