



JOB TITLE: Senior Marketing and Communications Officer

WHO WE ARE

Hestercombe Gardens Trust (HGT) is an independent registered charity situated on the Quantock Hills near Taunton, Somerset, and is internationally renowned for its gardens spanning four centuries of design.

In 2013 the Trust acquired the Grade II* listed Hestercombe House, reuniting it with the gardens for the first time in over 60 years. In 2018 it acquired the freehold of the majority of the Grade I listed historic landscape, totalling 320 acres, including the farmland, period gardens and a number of estate houses and buildings.

HGT offers visitors high quality catering and is a popular wedding and conference venue. Within Hestercombe House we have an acclaimed contemporary art gallery offering an exciting programme of exhibitions and residencies. Throughout the year we run a variety of events and workshops to suit all age groups and abilities.

HGT has embarked on a major development programme that will bring together landscape, heritage, arts and culture, health, wellbeing and the environment. Our target is to raise £11m in order to repurpose Hestercombe House into a thriving, leading cultural centre with full public access.

We also intend to deliver an inclusive and holistic programme in partnership with local schools and care partners. This will provide specialist learning for vulnerable people with complex mental health needs, social and learning difficulties as well as widening access, especially to those living in areas of social deprivation.

LOCATED AT: Hestercombe Gardens, Cheddon Fitzpaine, Taunton

RESPONSIBLE TO: Head of Marketing and Communications

SPECIAL RELATIONSHIPS: All Heads of Department, Chief Executive, Managing Director, Creative Director, Head of Marketing and Communications, Senior Marketing and Communications Officer, Marketing and Events Assistant

LINE MANAGEMENT: No official line management duties but this role will regularly need to support and direct the day-to-day working of the Events & Marketing Assistant and may occasionally manage volunteer roles.

TERMS OF EMPLOYMENT: Full time 37.5 hours per week, but with the flexibility to occasionally work weekends / outside of office hours when necessary.

SALARY: up to £30,000 pro rata, dependent on experience

BENEFITS: 23 days holiday (plus public bank holidays) increasing with service. Family membership; Pension scheme; discount in restaurant and shop; free on-site parking

PURPOSE OF THE JOB: Support the Head of Marketing and Communications to deliver marketing and communications activities which market and develop the commercial and fundraising activities of Hestercombe.

PERSON SPECIFICATION

You'll be an experienced marketing communications professional managing multi-channel projects across print, digital and social media. Experience within the tourism, heritage, arts and charity fundraising sector would be ideal but commercial/corporate experience would also be desirable. You will need to be a self-starter, able to take initiative but also be a great team player who is able to work within a dynamic team environment. With an ability to undertake practical delivery and project / event management. A great planner, with sound organisational skills, you'll be happy working to deadlines on multiple projects with a flair for creativity, new ideas, constructive problem solving and testing new initiatives.

PRINCIPLE TASKS AND RESPONSIBILITIES

1. Deliver marketing and communications activities, guided by the over-arching marketing and communications strategy and the Head of Marketing and Communications, to support the business and charitable objectives of Hestercombe.
2. Provide input and recommendations into the Marketing & Communications strategy and activity plans, using your own creative ideas and experience/research from other organisations, to ensure we're using the marketing mix and channels effectively and creatively to meet our objectives.
3. Utilising a range of marketing and communications channels such as print, digital content, and owned channels, promote Hestercombe's busy calendar of events to build local audience and the membership base.
4. Share responsibility for managing and developing the Hestercombe brand, including visual assets, tone of voice and visitor initiatives.
5. Manage the production of promotional material and content for on and off-site marketing to support the gardens, gallery, events, weddings, functions and fundraising working with the Marketing Team, design agency, consultants and suppliers as necessary.
6. Develop content, PR ideas and undertake copywriting to support Hestercombe's marketing and communications activities across all channels meeting the needs of our diverse visitors and stakeholders.
7. Maintain and promote Hestercombe's website and social media platforms to build visitors, followers and social engagement working alongside the Head of Marketing and Communications.
8. Work with the wider Hestercombe team to feed ideas into the programme of events to generate income, audience and membership development for Hestercombe.
9. Work with the Events and Visitor Experience team to manage and deliver the busy events programme for our visitors and for other priority objectives (e.g fundraising, weddings).

10. Support the Head of Marketing and Communications to deliver internal communications, and engage the Hestercombe team and stakeholders in developments and priorities.
11. Study competitors' products and services to help feed in practical ideas for product development.
12. Support and guide the Events and Marketing Assistant in the absence of the Head of Marketing and Communications to ensure a focused and supported marketing team.
13. Take the lead on managing small to medium marketing projects (e.g. wedding marketing action plan, fundraising appeals, development of membership PoS and collateral)
14. Working with the Managing Director and Head of Marketing and Communications, ensure high levels of on-site visitor focused communications, signage and interpretation.
15. Project a professional and positive approach to all aspects of customer service.
16. Provide an excellent level of written and verbal communication.
17. Take reasonable care for the health and safety of yourself and of others who may be affected by their acts or omissions at work. Carry out risk assessments as required.
18. Undertake other reasonable duties, which are compatible within the overall scope of this appointment.

HEALTH & SAFETY, FIRE AND SECURITY:

All employees are expected to comply with Hestercombe's Health & Safety policies and procedures.

In addition, all employees are expected to work within the terms of their contract of employment and adhere to Hestercombe Gardens Trust Instructions, Values and Behaviours.