**Job Description**

**Job Title:** Marketing and Communications Officer

**Reporting to:** Marketing Manager

**Head of Department:** Director ofCommunications and Development

**Hours of Work:** 35 hours per week, Monday to Friday 9am – 5pm (excluding 1 hour lunch break). Occasional evening and weekend work may be required, with time off in lieu

*This job description is intended as a working document giving a guideline to the major tasks to be performed. It is anticipated that the post will develop, and working practices will change, in order to meet the demands of Salisbury Cathedral, new legislation and the requirements of Chapter. It is expected that the post holder will contribute to and assist with all future developments.*

**Overall purpose:**

To help deliver and monitor effective marketing communications using a wide range of media to support income generation, give a high-quality visitor experience and maintain a positive public profile for the Cathedral. To take a lead role in developing and delivering engaging digital content and social media campaigns.

**Main Duties:**

1. Deliver and evaluate marketing activities and campaigns in conjunction with the Marketing Manager, taking responsibility for planning and organizing your work and supervising that of the Marketing Assistant.
2. Develop social media campaigns and video content to both complement and support existing marketing and PR campaigns, liaising with the PR Manager and Director of Communications as necessary. Alerting press office to potentially difficult stories or posts.
3. Coordinate social media content planning and ensure activity is integrated into communications planning. Manage, develop and evaluate the reach and impact of corporate social media channels.
4. Work with colleagues to ensure social media input from members and the public is responded to appropriately and advise on social media best practice. Monitor and respond to visitor reviews on TripAdvisor and Google.
5. Filming, copywriting and editing for print and web-based communications and supporting the development of the Cathedral’s Digital and Interpretation Strategies.
6. Assisting with the set-up and delivery of live-streamed content (for example, daily reflections, services, Facebook lives for events).
7. Managing media assets such as photo and video content by both internal and external content creators, ensuring permissions are obtained where necessary.
8. Working with GoogleAds agency, creating landing pages for campaigns, supplying information on target audiences, key word research and reviewing reports.
9. Desktop publishing using Adobe InDesign for print, posters, adverts and signage.
10. Supervising the delivery of work by sub-contractors as necessary.
11. Planning and booking advertising space as appropriate for consumer and trade publications as directed, ensuring tracking is in place where possible.
12. Producing effective and regular e-marketing campaigns to deliver trackable emails with appropriate content to targeted data segments.
13. Supervising some of the work of the Marketing Assistant, with guidance from the Marketing Manager.
14. With the Marketing Assistant, ensuring the timely completion of administrative tasks including maintaining the marketing budget spreadsheet and purchase order system, and a variety of customer databases.
15. Maintaining and developing content for the Cathedral’s website and, with the Marketing Assistant, ensuring listings are maintained on external tourism and event promotion websites.
16. With the Marketing Assistant, ensuring the timely management of leaflet stocks and displays within the Cathedral. Monitor and review the external distribution of promotional material so that it reaches the intended target audiences.
17. Work with occasional Cathedral volunteers in the department, coordinating activity and providing training as necessary.
18. Representing the Cathedral at meetings with external organisations e.g. Visit Wiltshire, other organisations in the Close.
19. Supporting the compilation, design and distribution of Cathedral publications, as required.



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| **Essential** | **Desirable** |
| |  | | --- | | Experience in a marketing role | | Degree level educated and/or equivalent level marketing qualification | | Experience of producing and working with video as a marketing tool  Excellent copywriting abilities and proofing experience | | Excellent communications and interpersonal skills | | Has the ability to work to deadlines while producing high quality accurate work | |  | | Experience of using social media as a marketing tool | | Experience of using analytics packages and social media tools to produce traffic reports | | Experience of devising, delivering and evaluating marketing campaigns, including email | | Experience of working with and administering databases | | Standard Microsoft Office applications including Outlook, Word, and Excel | | Empathy with the values, mission and objectives of Salisbury Cathedral  Enthusiasm for keeping up to date with developments in digital.  Self-motivated, flexible and proactive attitude | | Involvement in the editorial process for newsletters or magazines  Experience or knowledge of the tourism/culture/heritage sectors  Experience of using design packages, preferably Adobe InDesign  A good understanding of editorial issues around social media including copyright and reputational risk |