

**JOB DESCRIPTION**

The Arkwright Society believes in creating a supportive, teamwork driven workplace, where working together creates the best experience for our employees, our visitors, and our tenants.  The charitable aims of the Arkwright Society prioritise education, sustainability and conservation of Industrial Heritage focused at Cromford Mills and the Lumsdale Valley in Derbyshire. Cromford Mills itself is a bustling tourist attraction that offers both a varied and engaging events programme, award-winning educational provision, heritage visitor centre and 3D cinematic experience as well as a business centre, catering, and retail outlets.

Alongside the wider Derwent Valley, Belper North Mill Trust and Cromford Mills are proud to be places of international significance, together forming a UNESCO World Heritage Site. We are looking for an individual with a dynamic personality, who works at pace and puts people and heritage at the forefront of everything they do.

**Job Title:** Marketing Manager

**Responsible to:** Head of Engagement

**Location:** Cromford Mills, Cromford Derbyshire

**Salary Range:**  28,000 (37.5 hours per week – part time will be considered)

**Working patterns**: Cromford Mills is open 7 days a week throughout the year, requiring flexible working patterns, including some weekends/bank holidays.

**Responsible for:**

We are looking for a dynamic individual who will shape, support and implement a targeted marketing programme for the Arkwright Society at Cromford Mills. Overall responsibilities will include ensuring consistent messaging across the site, online and print platforms. The marketing manager will support the development of a visitor-focused culture at Cromford Mills and play a pivotal role in the future success of Cromford Mills as a heritage destination.

**Overall purpose of the role:**

Reporting to our Head of Engagement, the marketing manager will drive the promotion of the Arkwright Society through various marketing channels, fostering engagement with diverse audiences and supporting the organisation’s charitable messaging.

**The post requires:**

* An understanding of evaluation and gathering feedback to improve future performance.
* Marketing to different audiences from families to travel trade.
* Consistency of messaging and branding through all marketing channels expanding our understanding of segmentation and tone of voice to reach different audiences.
* Excellent communication skills with an open interpersonal style.
* Good understanding and experience of utilising websites and social media platforms to deliver key marketing messages.
* Creativity and a good eye for design and print
* The ability to analyse and interpret relevant data and analytics
* A calm and logical approach able to cope with varying pressures at busy times.

**Main duties and responsibilities:**

1. Working with the Head of Engagement to develop, review and implement comprehensive marketing strategies aimed at promoting the Arkwright Society and the events / activities at Cromford Mills.
2. Keep the Cromford Mills website and ticketing system up to date, promoting events and sharing key stories to engage visitors effectively. This includes exploring new ticketing options, overseeing box office administration and ensuring smooth ticketing processes.
3. Maintain a vibrant and relevant presence on social media platforms to promote the busy events programme, heritage stories and fundraising initiatives.
4. Record and analyse data across social media, website, and ticketing platforms to evaluate the effectiveness of marketing efforts. Where relevant, to support evaluation of grant funded initiatives which include visitor feedback and analysis.
5. Plan and schedule facebook and google ads to maximise reach and engagement.
6. To keep onsite promotions up to date, including digital screens, posters and explore other initiatives, to enhance visitor experience and awareness.
7. Manage the design and print of traditional print media, including visitor leaflets, events listings, and oversight of distribution vendors.
8. Support and lead on relationships with key partners including Visit Peak District, helping to develop external marketing initiatives and key stakeholder relationships.
9. With the support of the Head of Engagement and CEO, to maintain an overview of public relation activities, writing and distributing press releases.

This is an outline description of the duties and responsibilities involved in the job. It is not exhaustive and may be revised from time to time.

**PERSON SPECIFICATION**

**Marketing Manager**

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|  **ESSENTIAL**   |  **DESIRABLE** |
|  **TRAINING, EXPERIENCE AND QUALIFICATIONS**  |
| Proven strategic marketing experienceExperience of marketing for an arts heritage or cultural organisation Working within tight budget guidelinesThe ability to work with minimum supervision and manage your own workload.  | Knowledge of the local area.Knowledge and experience of working in the voluntary or charitable sector. |
| **KNOWLEDGE** **AND SKILLS** |
| Experience of managing a variety of social media channels from Facebookto TikTok Understanding of audience segmentation and how that affects messaging  | An interest in historic properties and/or leisure and tourismSome experience in graphic design and branding |
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| **INTERPERSONAL SKILLS**  |
| Capability to work independently, as well as part of a team. Strong interpersonal skills and the abilityto influence and motivate.Thrives in a busy working environment and is adept at handling change and evolution  |   |

**The package:**

Benefits for working at Cromford Mills:

* Flexible working whenever possible
* Free staff parking and staff discount scheme
* Pension scheme
* Training & Development tailored to you.

The Arkwright Society is committed to providing equality of opportunity. If you have a disability, we would be happy to discuss reasonable adjustments to the job with you.