



Didcot Railway Centre

## Application Pack: Marketing & Events Manager

July 2019

<b>Salary:</b>	<b>£21,000 - £24,000 per annum</b>
<b>Hours:</b>	<b>Full-time</b> (to include some weekend working) Part-time and flexible working considered
<b>Location:</b>	<b>Didcot, Oxfordshire</b>
<b>Reports to:</b>	<b>Chief Executive</b>
<b>Responsible for:</b>	<b>Marketing &amp; Events Team</b> <b>Visitor Services Team</b>

This application pack contains the following information:

1. Job description
2. About Didcot Railway Centre and the Great Western Society
3. How to apply

### 1. Job Description

Didcot Railway Centre is looking for an energetic and ambitious marketing and events professional to join the organisation at this exciting time, following the recent appointment of a new Chief Executive.

The marketing and events functions are key within the new organisational strategy and to achieving the growth and development required to ensure Didcot Railway Centre engages and inspires wider audiences than ever before. Through effective marketing, imaginative media engagement, and events that inspire, this new role will deliver increased visitor numbers and secure vital revenue for the organisation.

The new post holder will join a small dedicated and focused staff team, and the large highly experienced and committed community of volunteers, who are all passionate about ensuring many more individuals – of all ages and from all backgrounds – can access and be inspired by the heritage and history of the Great Western Railway and today's transport infrastructure which it made possible.

### Duties and Responsibilities

#### Marketing

- **Strategy:** Develop the organisation's marketing strategy ensuring all marketing-related strategic objectives are addressed
- **Brand, visual identity and core values:** Working closely with the Senior Management Team (SMT) and the whole organisation, ensure all activity and output reflects the strategic brand values

- **Marketing and promotional activity:** Ensure this is carried out effectively across all channels, that it reflects the organisation's history and vision, and attracts new audiences to engage with and visit the centre
- **Production and distribution of marketing materials:** Produce vibrant and inspiring marketing collateral to share the excitement and unique attraction of both special events and regular visits
- **Online and social media:** Optimise the use of the organisation's website as a key marketing tool and ensure all social media activity is representative of the brand and ethos
- **Membership and internal communications:** Design and deliver effective and informative communications for all stakeholders. To include management of members' magazine and a range of e-communications.
- **Audience research:** Build a comprehensive understanding of Didcot Railway Centre audiences – both current and prospective – and ensure marketing materials are tailored, targeted and that their effectiveness can be measured
- **Media engagement:** Develop effective relationships with relevant and supportive media contacts and ensure regular, positive coverage of the centre's events and initiatives
- **EPOS and ticketing:** Provide excellent levels of support to Visitor Service regarding ticketing through EPOS and designing promotional offers, including reciprocal or joint offers
- **Budget management:** Carefully manage the annual marketing budget, including contributing to the annual budget-setting process

#### Events

- **Annual events planning:** Create an inspiring annual events programme that engages all audience segments and encourages first-time and repeat visits
- **Event marketing:** Build creative events marketing into the annual marketing strategy and ensure 'Day out with Thomas' events and other premium products are carefully and effectively managed.
- **Event support:** Secure sponsorship, funding or in-kind support where appropriate to provide increased profit and profile for key events
- **Event management:** Provide operational management of events including staffing, supplier management, excellent standard of visitor service, evaluation and reporting
- **Budget management:** Carefully manage the annual events and Rail Experience Day budgets, including contributing to the annual budget-setting process

#### General

- **Visitor Services:** Line manage the Visitor Services Coordinator to ensure the visitor services team is delivering a standout customer experience and positively reinforcing Didcot Railway Centre's brand values
- **Senior Management Team (SMT):** Provide support and expertise as a key member of the SMT
- **Administrative duties:** Manage all administrative duties specific to the marketing and events function and take a flexible approach in supporting other departments where required.

## Person Specification

- A demonstrable track record of designing and delivering successful marketing campaigns for a creative, cultural or heritage organisation
- Ability to make connections and build relationships to facilitate effective marketing communications and successful events
- Ability to produce engaging and persuasive written communications tailored to a range of audiences
- Experience of managing contractors including creative agencies
- A solid understanding of social media and online marketing with an active interest in the opportunities presented
- Ability to prioritise workload and deliver to target
- Self-starter with a can-do attitude and the confidence and conviction to deliver
- Excellent level of computer literacy with a focus on Word and Excel
- A demonstrable interest in heritage and museums
- Willing to train and learn new skills

## Safeguarding

Didcot Railway Centre is committed to safeguarding and promoting the welfare of all visitors, volunteers and staff. All staff are expected to share the same level of commitment and a DBS check may be required for successful applicants.

## 2. About Didcot Railway Centre and the Great Western Society

The Great Western Society was formed in 1961 and moved to its current location in 1967. Didcot Railway Centre preserves the history of the Great Western Railway as a living museum occupying a 20-acre site in the heart of the Victorian railway town of Didcot in South Oxfordshire, the centre welcomes c.50,000 visitors per year ranging from families and school groups to historians and heritage rail enthusiasts.

Housing the largest collection of Great Western Railway engines, carriages, wagons and other artefacts, Didcot Railway Centre is also home to the Coal Stage and Engine Shed (both Grade II listed). Ambitious plans for redevelopment of the site will see these buildings restored alongside the delivery of new buildings to ensure all visitors benefit from the best onsite experience possible.

## 3. How to apply

To apply please send a copy of your CV and a covering letter detailing your experience and explaining how you meet the person specification to [recruitment@didcotrailwaycentre.org.uk](mailto:recruitment@didcotrailwaycentre.org.uk) by Monday 29 July 2019. Interviews will be scheduled for Tuesday 6 August.

Please make your subject line 'Application: Marketing & Events Manager' and include details of two referees, your current salary and information regarding your availability. Please also state whether there are any restrictions on your right to work in the UK. The Equal Opportunities Monitoring Form should also be completed and included with your application, however this will not form any part of the interview decision-making process.