

APPOINTMENT OF MARKETING & COMMUNICATIONS MANAGER



**COMPTON
VERNEY**

June 2024



COMPTON VERNEY

About Us

Compton Verney is an extraordinary place, that connects people with art, nature and creativity. We are based in a Grade I-listed Georgian mansion amidst 120 acres of Grade II-listed Lancelot 'Capability' Brown parkland in South Warwickshire. With six permanent art collections (Naples, Northern European Art 1450-1650, British Portraits, Chinese, British Folk Art & The Marx-Lambert Collection) and a schedule of thought provoking contemporary and historic exhibitions and events, we are an accredited museum, and a registered charity.

Compton Verney seeks to continue to increase visitor numbers, grow membership and improve the visitor experience. We have an extensive commercial offer part of which is excellent catering and retail, aiming to maximise income to the charity whilst also delivering the organisation's purpose.

We will secure adequate resources to sustain the organisation in the long term, by building our profile locally, regionally, nationally and internationally, and by developing collaborative partnerships with other organisations.

COMPTONVERNEY.ORG.UK



Mission, Vision and Purpose

MISSION

We connect people with art, nature and creativity

VISION

Compton Verney is the leading visual arts destination in the heart of the country

We trigger positive change for artists, audiences and communities by encouraging play, inspiring debate and bringing people and ideas together

PURPOSE

Compton Verney is an extraordinary, unusual, creative experience. A place for the curious that inspires, delights, challenges and rejuvenates

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Values

We open up our collections and creative programme through collaboration with artists, audiences and communities,

We value the historic and the contemporary

We demonstrate quality and skill in all of our activity

We think, make and learn

We harness opportunities to be environmentally sustainable

We are bold, purposeful and confident

We create a warm, welcoming and respectful culture for staff, volunteers and visitors

We are equitable and inclusive



Charitable Objects

These are Compton Verney House Charity's charitable objectives, they underpin all that we do and state why we exist and what we are setting out to achieve:

- a) To promote wellbeing, physical and mental health through the provision of physical and digital access to and facilities for the appreciation, study and practice of the arts, culture, nature, heritage and science on the Compton Verney estate and/or any other place or places.
- b) The advancement of education and learning in the United Kingdom and in particular in the West Midlands.
- c) The commissioning and collecting of art, and the preservation and public display of a collection of art, for the benefit of the public.
- d) The preservation, protection, improvement and sustainability of the Compton Verney estate's historic buildings, landscape and natural environment in order to promote (a), (b) and (c)

[COMPTONVERNEY.ORG.UK](https://www.comptonverney.org.uk)

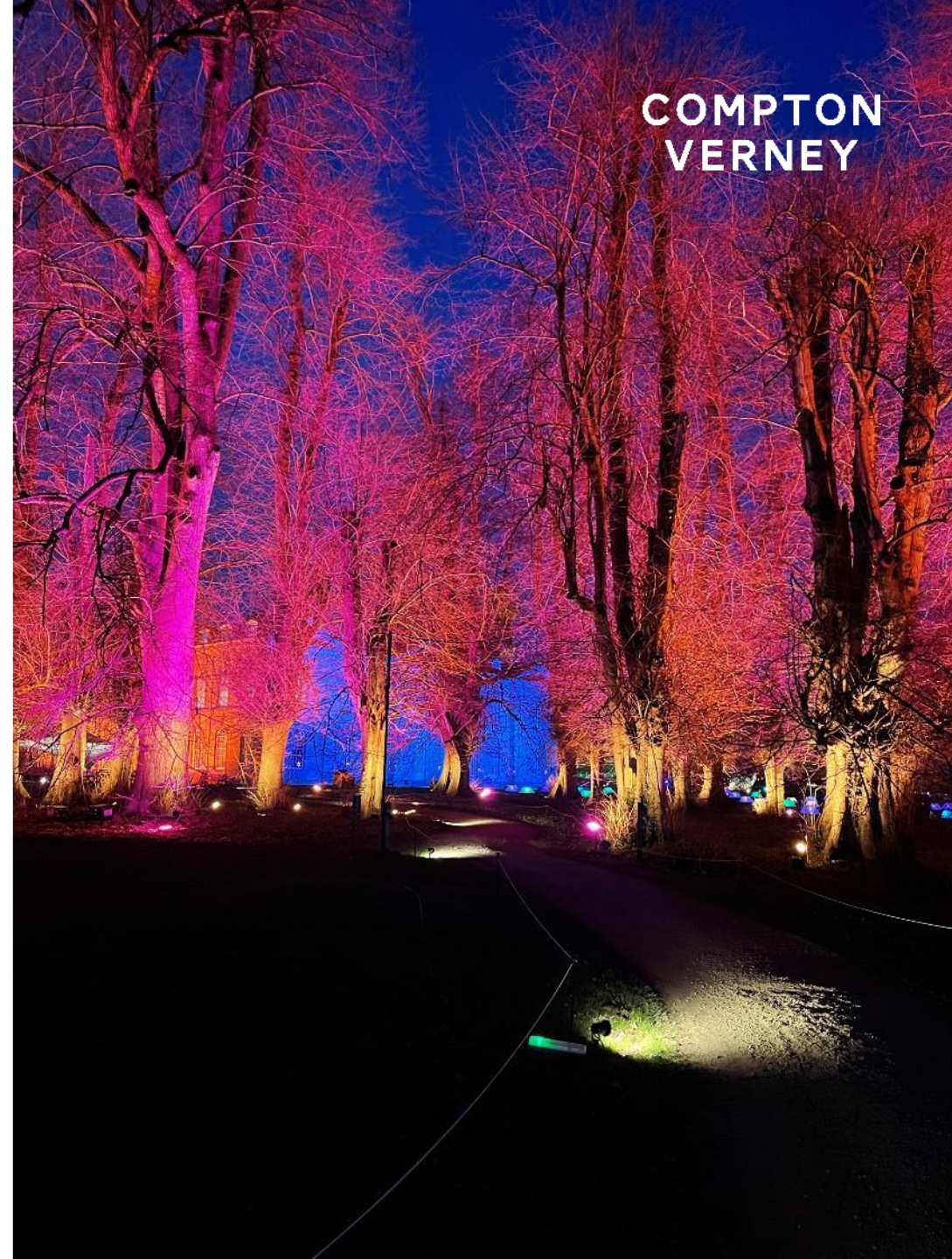


Equality, Diversity & Inclusion

Inspired by our founder Sir Peter Moores, we believe that great art is for everyone, and that culture should have no boundaries.

To ensure we meet our value of inclusion and to create a warm, welcoming and respectful culture for all, we are committed to:

- Delivering the short medium and long term goals in our action plan
- Creating a culture of inclusion
- Creating long term relationships with Black and underserved communities to work with as artists, advisors, programmers and curators
- Gathering evidence, establishing our base line and surveying staff and volunteers so we track our progress
- Working with sector experts to continue learn
- Applying our commitment to inclusion in the recruitment of and ongoing working relationships with our staff, volunteers and trustees



The Role

The role of the Marketing and Communications Manager is to oversee and develop the marketing, PR and communications for Compton Verney House Charity, and support on creation and delivery of strategy, working to the Head of Marketing and Admissions. The postholder must have an audience and data led approach, with an astute awareness of market segments, communications channels, audience development strategies, key messages and the overall strategy for Compton Verney House Charity.

The objective of the role is to drive footfall, diversify audiences, be the audience and brand champion for the organisation, establish excellent relationships with colleagues, partners and stakeholders and ensure organisational messaging. This role will deliver internal and external communications, work with contractors, partners and designers.

JOB SUMMARY

Marketing and Communications

- To be the driving force in planning and delivering Compton Verney's Marketing and Communications Strategy.
- To translate the strategy into engaging seasonal marketing and communications, and audience development plans, with KPIs and budgets, which deliver against audience and sales targets and champion the brand.
- Write and edit compelling and informative copy, adapted for a range of platforms and audiences, and contribute to effective proofing-reading and sign-off procedures to ensure accuracy of content and consistency of brand.
- To promote the vision and work of Compton Verney to audiences and a wide range of stakeholders at a local and national level.
- Work closely with relevant departments to ensure Compton Verney's programme is coordinated into season launches, taking membership and benefactors schemes benefits in to consideration, and that Development messaging is integrated into events marketing materials.

Digital

- Oversee wider digital strategy integrating SEO, social media, content marketing strategy and calendar, optimising conversion from the website/e-newsletter.
- Work with the Membership and Admissions Manager on creating and executing a CRM strategy including email automation.
- Brief and manage specialist external consultant where appropriate.
- Monitor and report on effectiveness of digital activity and spend.
- Work with Marketing and Digital Coordinator, to ensure all social media content (paid and organic) is originated, planned and delivered.

Website

- Maintain and develop website functionality, working with website agency.
- Co-ordinate with all departments to ensure website content is up-to-date, accurate, consistent and optimised for search engines.
- Support and manage the development of website user experience and functionality including the integration with Spektrix.
- Oversee and report on SEO and Website Analytics using GA4.

Media and PR

- Ensure effective press and media campaigns are integrated into overall campaigns, developing an effective communications strategy for CV.
- Manage the day-to-day liaison with Compton Verney's media relations agency, advising on prioritisation of activity, agreeing and supplying images, and managing press views.
- Work with Marketing and Press Coordinator on fostering and maintaining local press and media relationships, to ensure effective press and media coverage locally and regionally, including strong storytelling around the breadth of CV's work.

Team and Development

- Deputise for the Head of Marketing and Admissions as required.
- Line management responsibility for Marketing and Press Co-ordinator, Marketing and Digital Coordinator, volunteers and work experience students.
- Identify and undertake, or recommend for others in the team, training and professional development opportunities as appropriate.
- Support the Head of Marketing and Admissions, and the Membership and Admissions Manager to ensure all the team have a good understanding of objectives, KPIs and audience development goals, and are fully briefed on programme and campaign activities.

Finance

- Propose and agree forecasts and budget with the Head of Marketing and Admissions.
- Manage and track expenditure and income, achieving agreed targets and maximising the impact of spend.

Data

- Understand and comply with legal obligations in relation to copyright and reproduction, GDPR, and accessibility, and advise colleagues where requested.
- Measure the effectiveness of all marketing activity using audience led data, report on findings, and adapt the overall marketing strategy or individual campaigns based on insight to continually improve marketing practice.
- Undertake regular benchmarking and social listening / horizon scanning research to identify opportunities to reach new and existing audiences in the most impactful and cost-effective ways.
- Contribution to market research and audience intelligence projects.

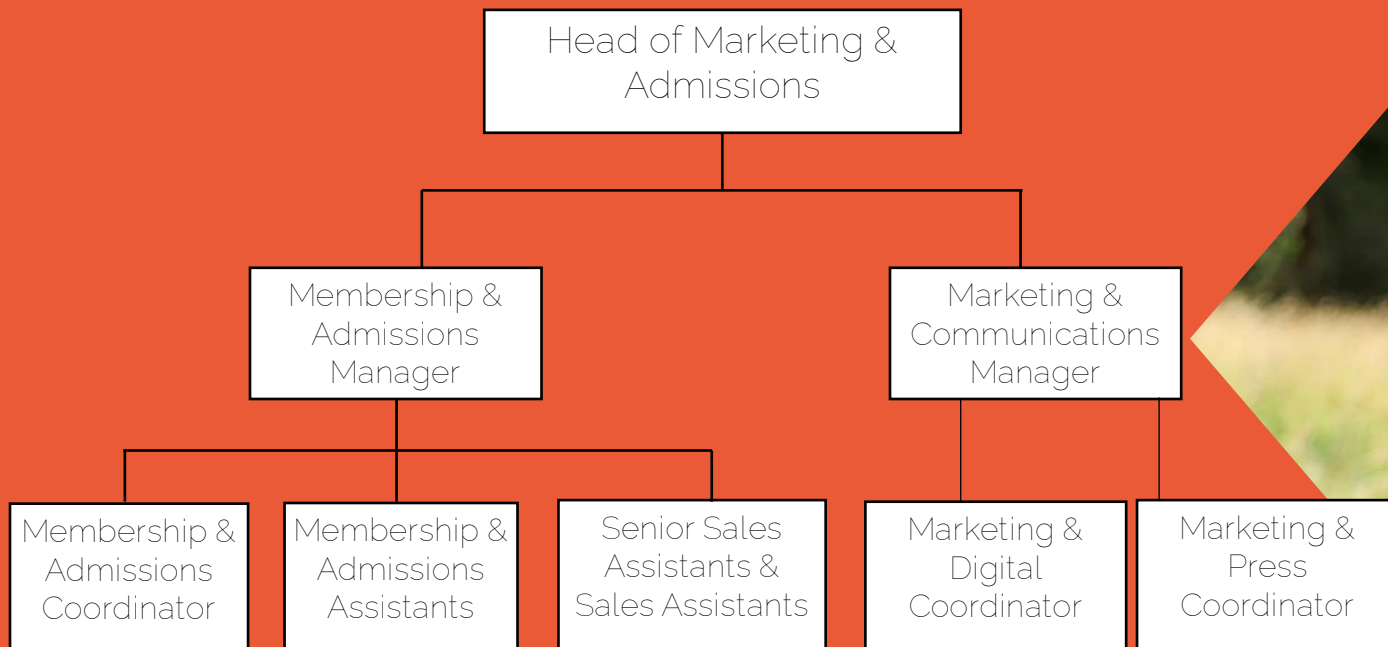
Policies and Procedures:

- Adhere to the Health, Safety and Welfare policy and procedures and ensure you take reasonable care for your own and others health and safety complying with any instructions, policies and procedures, training and instruction given by Managers, Compton Verney or the Health and Safety controller of the workplace. Report any accidents/incidents and or health and safety concerns as detailed in the Health, Safety and Welfare policy and procedures
- Safeguarding is everyone's responsibility, and all employees are required to act in such a way that at all times safeguards the health and wellbeing of children and vulnerable adults. Familiarisation with, and adherence to, the Safeguarding Policy and any associated guidance is an essential requirement of all employees as is participation in related mandatory/statutory training.
- Ensure compliance with GDPR

This summary is not exhaustive and may change from time to time. As a term of employment, you may be required by your line manager to perform work not specifically mentioned above

Person Specification		
	Essential	Desirable
EXPERIENCE	<ul style="list-style-type: none"> • At least four years' relevant experience gained in a marketing/communications role • Budget management • Brand management /development 	<ul style="list-style-type: none"> • Experience of working in an arts environment
SKILLS & KNOWLEDGE	<ul style="list-style-type: none"> • A flair for writing and storytelling, and excellent all round communication skills. • Excellent planning, organisational and admin skills. • Strong ICT skills including website CMS and email marketing systems. • Knowledge of ticketing systems and previous experience of data management and reporting. • Creative, with an eye for strong, impactful imagery and design. • Significant experience of digital marketing and social media • Experience of marketing memberships. • An understanding of GDPR and Gift Aid policy and how it impacts marketing and communications. 	<ul style="list-style-type: none"> • Experience of design software (e.g. Adobe InDesign, Photoshop, Canva) • Previous experience of working with Spektrix (ticketing system). • Previous experience of working with Dot Digital, Hootsuite Social Media management, WordPress and Artifax.
ATTRIBUTES & COMPETENCIES	<ul style="list-style-type: none"> • Commitment to equality, diversity, access and inclusion. • Able to work on own initiative, assess priorities and manage a varied workload. • Imaginative and creative. • Confident and friendly disposition. • Excellent attention to detail. • Enthusiastic, highly motivated and ambitious. • An interest in art and culture. • Organised and methodical worker who works well to deadlines. • Flexible and mature approach with ability to work on their own and as part of a team. • Adaptable with the ability to learn quickly and gain new skills. 	<ul style="list-style-type: none"> • Experience of working in visual arts

Team Structure Chart



Additional Details

Location	Compton Verney, CV35 9HZ
Salary	£32,000 - £35,000
Reports to	Head of Marketing and Admissions
Term	Permanent
Starting date	September 2024
Hours	37.5 hours per weekz

Compton Verney Benefits

- Life Assurance
- Company Pension scheme – 6% match
- Membership entitling you and up to 5 guests entry into the galleries free of charge at any one time
- 15% discount in the shop and café

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How to Apply

Please complete the attached application form along with your CV and a covering letter/video application expressing why you are suitable for the role, referencing the job description and person specification to us via:

https://recruitment.evaluation.com/public/recruitment_post?id=VEFMZlpHL291QitONCsoN3BMRfliQT09&org_id=ToVZYUusyNDhaak41cnM4UjYxa3prdzo9

If you have any questions or need any additional support with your application, please contact comptonverneyhr@comptonverney.org.uk

Timeline

Position Advertised: Tuesday 2 July 2024

Applications Close: Monday 22 July, 5pm

Interviews: First interview Monday 29 July 2024

Second interview at Compton Verney Friday 2 August 2024

