

APPOINTMENT OF MARKETING & DIGITAL COORDINATOR



**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

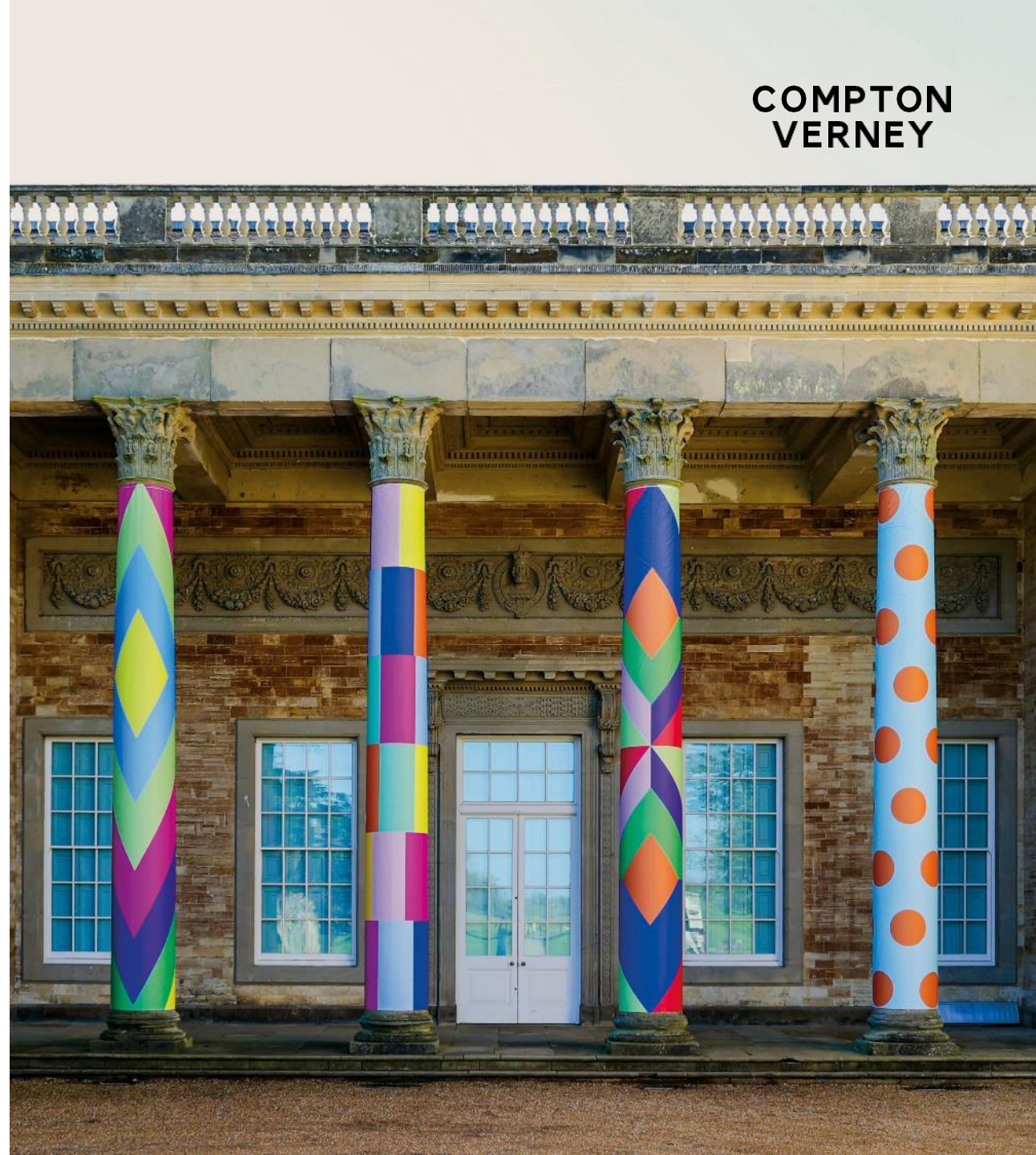
VISION

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



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)

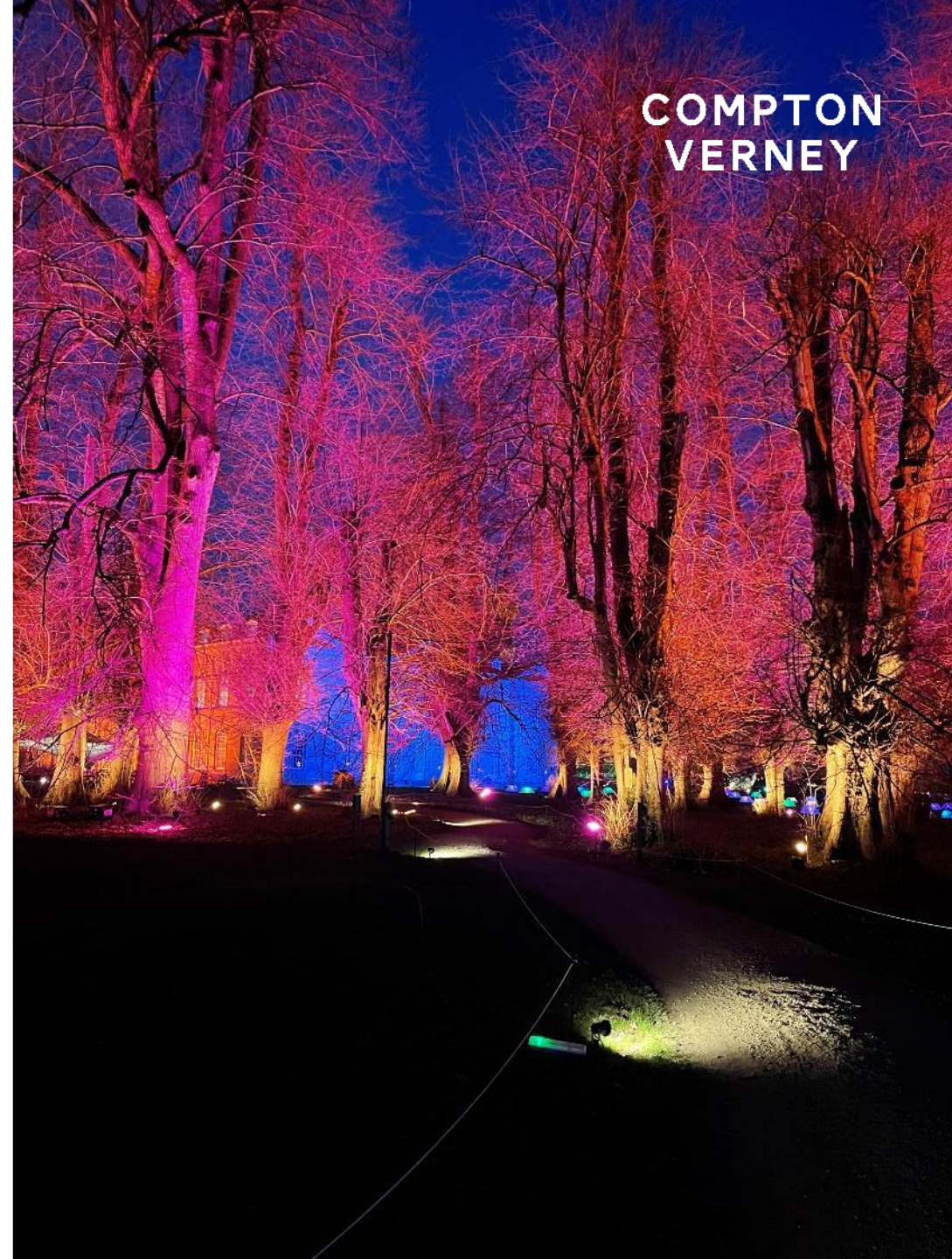


Equality, Diversity & Inclusion

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 Digital Coordinator is to develop and deliver the marketing, PR and communications for Compton Verney House Charity, working to the Marketing and Audiences Manager and wider Marketing and Admissions team, and across all other teams with a particular focus on audiences and their behaviour.

The post holder will be digitally savvy, able to utilise platforms to extend reach, increase sales and attract visitors to the site. They will be responsible for social media marketing, content creation, website management and data use. Their communication and written skills will be of a high standard, and as a team player, they will champion internal communications and the Compton Verney brand. They will work with local and regional press, and contractors and support the Marketing and Communications Manager with other external relationships.

JOB SUMMARY

Marketing and Communications

- Support the Marketing and Communications Manager in the roll out of the marketing plans and strategy to deliver on time, to budget and using audience led data.
- Collect data, monitor ROI and use audience data to inform and deliver campaigns.
- Produce content for, and ensure effective on brand display of, promotional and directional materials around site.
- Provide communications support for fundraising campaigns and contribute to funding applications and reports.
- Support commercial marketing requirements (e.g. retail and catering) to generate income.

Digital

- Manage all social media platforms to increase sales, overall reach, click-through rate and visitor numbers.
- Ability to react and anticipate social media trends as related to external events and other cultural and creative activity.
- Take photographs and produce videos for use on digital channels.
- Develop and deliver a social media advertising strategy to deadline and on budget.
- Proficient in the use of Adobe Design software or Canva to create digital content for use across multiple platforms.
- Source appropriate and high-quality images to develop the content library and commission new photography and videography as per brand guidelines.
- Produce creative content to use across multiple digital marketing platforms.
- Support the Marketing and Press Coordinator with the production of targeted mail shots to a variety of audiences.
- Monitor and respond to audience enquiries and feedback on social media.

Website

- Become a superuser of website CMS and ensure website content is up-to-date, accurate, consistent and optimised for search engines.
- Produce blogs, news and other content for the website.
- Support on SEO and Website Analytics using GA4.
- Support the Marketing and Communications Manager with maintaining and developing website functionality, working with website agency.

Media and PR

- Work with the Marketing and Press Coordinator on developing relationships with bloggers and influencers – directly and via social media.
- Support and attend press views and other PR events where required.

Team

- Deputise for the Marketing and Communications Manager as required.
- Supervision of volunteers and work experience students.
- Identify and undertake training and professional development opportunities as appropriate.

Finance

- Raise Purchase Orders and Credit Card Vouchers and support with the administration of tracking expenditure of the marketing budget.

Data

- Understand and comply with legal obligations in relation to copyright and reproduction, GDPR, and accessibility, and advise colleagues where requested.
- Support the Marketing and Communications Manager with measuring the effectiveness of all marketing activity using audience led data and report on findings.
- Contribution to market research and audience intelligence projects.

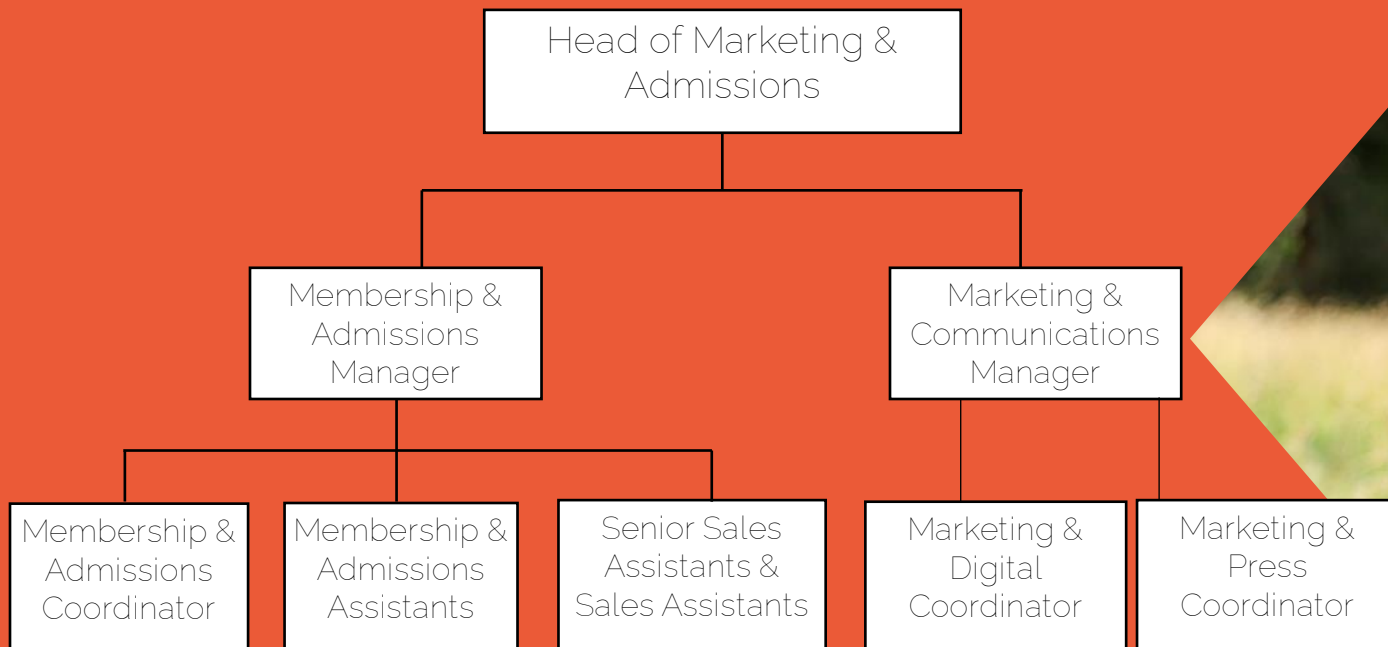
Policies and Procedures:

- 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"> • Relevant marketing and communications experience, at least two years. • Experience of working in marketing campaign delivery and meeting targets/objectives. 	<ul style="list-style-type: none"> • Experience of working in an arts environment
SKILLS & KNOWLEDGE	<ul style="list-style-type: none"> • Good copywriting skills and an ability to adapt marketing and promotional copy for different audiences. • Excellent communication, interpersonal and organisational skills, and an ability to work well as part of a team. • An imaginative and proactive approach, able to inspire and see through ideas generated by their colleagues. • Strong ICT skills including website CMS and email marketing systems. • Knowledge of ticketing systems and previous experience of data management and reporting. • A good knowledge of press and media publications and platforms. • An understanding of GDPR and how it impacts marketing and communications. • Experience of digital marketing, SEO, analytics and social media. 	<ul style="list-style-type: none"> • Experience of design software (e.g. Adobe InDesign, Photoshop, Canva) • Previous experience of working with Dot Digital, Hootsuite Social Media management, WordPress and Artifax. • Previous experience of working with Spektrix (ticketing system).
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. • To be able to work confidently and autonomously, and to multi-task at a high level. • Imaginative and creative. • Confident and friendly disposition. • Excellent attention to detail. • Enthusiastic, highly motivated and ambitious. • An interest in art and culture. • Adaptable with the ability to learn. 	<ul style="list-style-type: none"> • Experience of working in visual arts

Team Structure Chart



Additional Details

Location	Compton Verney, CV35 9HZ
Salary	£25,000
Reports to	Marketing and Communications Manager
Term	Permanent
Starting date	September 2024
Hours	37.5 hours per week

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



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=Q2YxbElra2pqZVRtZWlkWk1VUkhlQT09&org_id-ToVZYUesyNDhaak41cnM4UjYxa3prdzo9

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 2024, 5pm

Interviews: Tuesday 30 July 2024

