



RICHMONDSHIRE BUILDING
PRESERVATION TRUST

Job Description – Marketing Manager

Purpose

Design and deliver a co-ordinated communication strategy that promotes the varied offerings and maximises potential revenue. Engage with key stakeholders to tailor bespoke marketing to further the reach of The Station, the Station Café | Bar and Richmondshire Building Preservation Trust as a whole. Act as a Duty Manager, when required, to maintain the standards of service and health & safety for customers at The Station.

Key responsibilities

1. Website and social media management
 - Manage website content to ensure it is current, interesting and engaging
 - Analyse user statistics when available to identify improvements on websites
 - Work with website designers to adapt style and functionality of website, to ensure user friendly on all devices
 - Produce regular online magazines/newsletters to promote current activities and engage with stakeholders
 - Maintain active and interesting social media content on all platforms adopted
 - Manage responses on review sites such as TripAdvisor, to maintain positive online profile
 - Ensure visibility on all relevant forums, both local and national

2. Contact and customer database management
 - Develop and maintain mailing lists for contact and customer management
 - Utilise MailChimp and other systems to keep customer base regularly informed
 - Collect and collate customer feedback to help review and improve services

3. Promotion, publicity and press
 - Design and produce promotional materials (digital & paper) for events
 - Manage contracts and services with relevant suppliers e.g. printers
 - Ensure promotional material is distributed to all local partners and relevant locations
 - Maintain positive relationships with local press
 - Ensure maximum press coverage achieved
 - Attend meetings with tourist bodies and relevant networks to represent the objectives of the Trust
 - Work on joint Richmondshire promotional projects where appropriate



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4. Stakeholder communication
 - Work with General Manager to maintain regular contact with Patrons and key funding partners
 - Maintain regular communication channels with Friends to keep them informed and engaged

5. Operations support
 - Handle complaints and customer issues that arise on platforms used for marketing and at The Station
 - Handle incoming phone enquiries
 - Seek customer feedback and monitor customer satisfaction by engaging members of the public

6. Event management support
 - Support event organisers in their marketing and for internal events, assist with live marketing as the event is underway
 - Meet and greet event organisers and provide information on health & safety and operational procedures
 - Manage and provide feedback to event organiser if issues arise
 - Ensure all contractual obligations are met by event organiser