



RICHMONDSHIRE BUILDING
PRESERVATION TRUST

Job Holder Profile – Marketing Manager

General

- Experience in a supporting marketing or communications role within a public facing organisation
- Experience of working with the general public in a service sector role

IT skills

- Confident and proficient in the use of technology in business and communications
- Able to manage and update website content
- Understanding of how to use and maximise social media for PR and promotions
- Able to use and manipulate database systems
- Able to use basic design systems to create engaging and professional documents/graphics

Communication skills

- Able to write clearly and persuasively
- Able to sell benefits, engage potential customers and show passion
- Able to build effective relationships with a wide range of people and stakeholders
- Able to adapt communication style for different audiences
- Able to generate new ideas and build on best practice from other organisations

Customer service skills

- Customer focussed and motivated to make people feel positive and valued
- Socially confident – able to talk and engage with the public
- Assertive – able to deal firmly with tenants and event organisers

Organisation skills

- Attention to detail and service standards, wants to get things right
- Organised – works in a methodical way to ensure tasks are completed in a timely manner



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Terms

- 22-27 hours per week
- Hours to be worked on a flexible basis between 9am and 5pm, including some evenings and weekends as required
- Salary from £10.19 per hour
- 5.6 weeks annual holiday entitlement pro rata