

## Marketing Officer—Part Time

**Thanks for requesting the details for this Marketing Officer post.**

Halsway Manor is the only residential folk arts centre in England. By “folk arts” we mean traditional folk dance, music, song, storytelling, folklore, and related arts and crafts. We are based in a Grade II\* Listed Manor House set in a very beautiful part of West Somerset, right at the foot of the Quantock Hills.

Halsway Manor Society was established is a charity in 1965 and since then has created opportunities for thousands of people to discover, explore and be inspired by the diverse traditions found across the UK and beyond. Our work is not about preserving tradition for the sake of it; it's about understanding our shared cultural heritage and using that to express yourself in the here and now. We are committed to excellence and opportunity for all with a broad programme of residential and non-residential activities that embrace enjoyment and learning for all ages, professional development, the creation of new work and the stewardship of our heritage. Take a look at our website - [www.halswaymanor.org.uk](http://www.halswaymanor.org.uk) - to find out more.

We are aware that not all potential candidates will meet every requirement in our person specification, and we don't expect you to be a folk expert. We do expect you to have an interest in, and empathy for what we do. If you think there is a close enough match between your experience and interests, and our needs, then we'd encourage you to apply.

### HOW TO APPLY

As part of this document there is a job description, person specification and the terms and conditions for this post. To apply please email the following to [communications@halswaymanor.org.uk](mailto:communications@halswaymanor.org.uk).

1. Your CV. Make sure this includes your educational qualifications, employment history and 2 referees (one of which is your current or most recent employer).
2. A covering letter describing how your experience matches the requirements of the job, what you think you will bring to the role and why you would like to work for us. Please keep this short and to the point.

**The deadline for applications is 12 noon on Friday 25 May.**

**Interviews are planned for Thursday 31 May.**

Best wishes



**Rachel Hill, Programme and Communications Manager.**

01984 618274 ext 3

[communications@halswaymanor.org.uk](mailto:communications@halswaymanor.org.uk)



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### JOB DESCRIPTION

#### Purpose:

To support the Communications & Programme Manager to ensure that all courses, events and activities at Halsway Manor are promoted to the public effectively.

#### Key Tasks:

- |                                   |   |
|-----------------------------------|---|
| <b>Systems and information</b>    | <ul style="list-style-type: none"><li>- Update and utilise Patron Base Event Booking system for marketing purposes.</li><li>- Research, develop and maintain databases of customers eg. media, schools, other organisations (arts, education, folk, tourism etc), for marketing purposes.</li></ul> |
| <b>Print</b>                      | <ul style="list-style-type: none"><li>- Assist in the production of brochure and other print.</li><li>- Distribute print to artists and target audiences.</li><li>- Maintain publicity displays around the Manor.</li></ul>   |
| <b>Online</b>                     | <ul style="list-style-type: none"><li>- Assist in updating the website.</li><li>- Effectively utilize Facebook, Twitter, Instagram and other appropriate platforms to promote the Manor and events.</li></ul>   |
| <b>Media</b>                      | <ul style="list-style-type: none"><li>- To share information about our programme with the media as required.</li><li>- To provide event listings to folk and local print and online resources.</li><li>- Develop good working relationships with key contacts in the media.</li></ul>               |
| <b>Representing Halsway Manor</b> | <ul style="list-style-type: none"><li>- To represent Halsway Manor in media interviews and at meetings with partner organisations as required.</li></ul>  |
| <b>Administration</b>             | <ul style="list-style-type: none"><li>- To undertake any related administration tasks as necessary.</li></ul>   |



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### PERSON SPECIFICATION

#### Essential Skills & Experience:

<b>Education</b>	- A good level of higher education, preferably to degree level.
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>- Able to communicate clearly with a wide range of people.</li> <li>- Confident and reliable with the ability to manage workloads and competing priorities to meet deadlines.</li> <li>- The ability to work effectively as part of a small team as well as on your own.</li> </ul>
<b>Work Experience</b>	- At least one year's previous work in a professional marketing environment.
<b>Design &amp; Print</b>	- Some demonstrable previous experience in preparing printed marketing materials - eg. working with designers, liaising with artists for appropriate content, selecting printers, distributing print.
<b>Copy Writing</b>	- Excellent copywriting skills for print, PR and online purposes.
<b>Online</b>	- Confident with internet research and a good working knowledge of social media platforms.
<b>Media</b>	- Demonstrable experience of working with media - eg. building press lists, writing and distributing press releases, contacting journalists, being interviewed by radio / telephone etc.
<b>Administration</b>	<ul style="list-style-type: none"> <li>- Demonstrable previous experience of office administration.</li> <li>- At least Intermediate level IT skills with office applications including Microsoft Office and databases.</li> </ul>
<b>Travel</b>	- You will <i>either</i> need to be able to drive and have access to a car <i>or</i> be able to reliably get yourself to and from Halsway Manor as required.

#### Desirable Skills & Experience:

<b>Education</b>	- A marketing or arts administration qualification.
<b>Work Experience</b>	- Previous experience working in an arts environment.
<b>Knowledge/Experience</b>	<ul style="list-style-type: none"> <li>- Some knowledge and understanding of the folk arts (music, dance, song, crafts etc).</li> <li>- Knowledge of folk networks with ideas for marketing.</li> </ul>



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### SUMMARY OF EMPLOYMENT CONTRACT / TERMS AND CONDITIONS

<b>Period of Contract</b>	- 12 month fixed-term contract. This may be renewed subject to mutual agreement.
<b>Working Hours</b>	- 15 working hours per week to be worked over 2 days, by agreement with the Communications & Programme Manager.
<b>Pay</b>	- Salary equivalent to £17,000 per annum, paid monthly in arrears direct to your bank account.
<b>Probationary Period</b>	- The 12 month contract will be confirmed after a satisfactory probationary period of 6 weeks.
<b>Notice Period</b>	- Either party may give 4 weeks notice of termination of the contract.
<b>Workplace</b>	- Halsway Manor.
<b>Reports to</b>	- Communications & Programme Manager
<b>Holidays</b>	- Full-time staff are entitled to 28 days paid holiday per year including bank holidays, rising to 33 days after 5 years continual service. Part-time staff are entitled to this pro-rata. The exact number of days will be stated in your employment contract.
<b>Training</b>	- Training is provided to undertake all roles and responsibilities.
<b>Policies</b>	- The post holder is required to abide by all of the policies of the Halsway Manor Society including Health & Safety at Work and Safeguarding Young and Vulnerable People policies.
<b>DBS</b>	- We require that the post holder agrees to a DBS check <a href="https://www.gov.uk/disclosure-barring-service-check">https://www.gov.uk/disclosure-barring-service-check</a>

