

Communications and Insight Manager

Job Description – The Cheltenham Trust

Particular to the role of: Head of Communications and Marketing – 6 months fixed term contract

Post No:

Grade: I - hours and as required by the post (negotiable) TBC

Location: Able to locate at any site

Responsible to: Chief Executive Officer / Executive Team (other Managers)

Responsible for: Communications and Insight Team

About The Cheltenham Trust

Right at the heart of our vibrant community is The Cheltenham Trust.

We are a charity dedicated to enriching the lives of residents and visitors through culture, sport, learning, community engagement, and health & wellbeing at five iconic venues across Cheltenham. The Cheltenham Trust venues include:

- Pittville Pump Room
- Cheltenham Town Hall
- The Prince of Wales Stadium
- Leisure at Cheltenham
- The Wilson Art Gallery & Museum
- Cheltenham Tourist Information Centre (TIC) based at The Wilson

At The Cheltenham Trust, we combine engagement, sustainable investment and social enterprise.

We believe in collaboration and embracing opportunities.

Our venues and services are the platforms for generating social, financial and cultural value through embracing diversity, encouraging collaboration and driving creativity.

We enrich people's lives. Everyone is welcome.

Part A: Specific Responsibilities:

Key Result Areas

Responsibility to lead, develop and manage communications, marketing, press and PR

- Able to turn plans into delivery to achieve return on investment (ROI)
- Strategic management of marketing budget to ensure best value and greatest impact
- Brand champion – Ensure brand is adhered to
- Undertake proactive strategic marketing, press and public relations activity on behalf of the Trust managing the positive public perception, media relationships, funder relationships and stakeholders including staff – utilising all mediums including digital

- Ensure that day to day marketing needs are met to upsell the Trust's products and activity, ensuring that this is through all channels, both virtual and physical to meet income and footfall targets
- Ability to measure ROI on campaigns that demonstrate the value of marketing activity in upselling products and services
- To proactively seek positive public relations through development of relationships, networks, press and PR opportunities and represent the Trust at a strategic level
- Oversee footfall targets and manage marketing campaigns that deliver on targets and grow business
- Oversee the Tourist Information Centre strategic marketing delivery (subject to outcome of CBC report) and commercial business model
- Contract management for publications and provision of services, including brief writing and monthly contract relationship and performance management to ensure value for money and high impact for the Trust
- Raising the profile of the Trust across Cheltenham, the region and nationally within the cultural and leisure sectors, community and charity sectors and business sectors
- Organising strategic and operational paid for advertising to drive ticket sales, footfall and customer engagement across Trust venues. This might be instigating contra deals, commercial and strategic partnerships, or on an ad hoc, case by case basis with local media channels
- Management and oversight of the 'What's On' events brochure for all Trust wide activities, gathering ROI for this brochure and developing it to advertise events as successfully as possible

Job Specification

Experience

- Excellent experience of working in a communications, relationship management and stakeholder environment for 5 years or more at a management level within marketing and communications industry
- Sound experience of working across brand development projects and acting as a brand champion
- Experience of strategic contexts supporting business planning to deliver results against footfall and income generation
- Excellent media relationships and sound communications skills that support organisations to grow
- Sound experience of marketing platforms including digital platforms and their use to communication effectively
- Sound experience of working with staff and stakeholders and developing advocacy plans that support the strategic direction of the business
- Sound experience of performance management delivery, monitoring and analysis to support the strategic direction of the business
- Experience of managing a small team to achieve big results: setting and measuring performance and inspiring change
- Experience of managing a team through a period of change

Knowledge, skills and abilities (Essential):

- Good management skills, including programme/project management in the relevant sector
- Ability to work across the Trust and with internal and external stakeholders in partnerships and through specific projects, programmes and matrices
- Good interpersonal skills, ability to relate to people at different levels including the Board, staff, stakeholders and the public
- Good written communication and copy writing skills, including ability to write effective press releases and material for websites
- Knowledge of the entertainment, cultural and sports sectors
- Some knowledge of good governance, charity sector and business
- Self-assured team player, with excellent management knowledge and skills
- Excellent knowledge of creative design processes and skills in management of consultants and freelancers
- Experience working with promoters, agents, marketing professionals and journalists (desirable)
- Ability to deliver against key objectives professionally and in a business manner

Qualifications:

- Educated to degree level – in either a relevant subject or significant demonstrable experience in a relative field
- Specialist qualification relating to communications and audience development (desirable)

Job purpose

The manager roles are based on generic and specific Trust wide responsibilities and operational responsibilities.

- To manage both the enterprise and charitable elements of Trust activity.
- The post holders will support the CEO and the Executive Team in terms of Trust wide development, Trust delivery and Trust management, policy advice and resource management.
- To be responsible to the CEO for the management of areas of the organisation through a period of significant change and development of the Trust.
- To identify, develop and present to the Executive Team opportunities to expand the activities of the Trust, meet KPIs and generate income.
- To work with the Executive Team to formulate and support development of the Trust's strategy, delivery and operational outcomes and KPIs.
- To work with the Executive Team to provide information for the formulation of plans; projects, communications and audience insights briefs, contract management and contractor management.

- To work as a team member to support operational delivery against delivery plans and day to day business and support the development of strategy.
- To work collaboratively with partners and key stakeholder, undertake consultation and collaboration in pursuit of the Trusts objectives.
- To record performance and maintain appropriate reporting information, evaluation mechanisms and actions plans to underpin the Trust's activity, enable business design and provide information and develop communications strategies that draw on audience insights and other data collected.
- To effectively manage budgets, both capital and revenue as set out in the scheme of delegations.
- To lead programme and project development working across the Trust.

Part B: Main Areas of Work

Strategy

- Deliver the marketing and communications strategy
- To work with the stakeholders, partners, other agencies and community and voluntary groups to develop the Trust in line with the Business plan and KPI's.
- To prepare and present reports associated with the Trust for the CEO and the Executive Team and for the Board as required
- To deliver against strategic performance targets
- To develop enterprise and commercial activities through managing set budgets, contributing to the creation of surplus and implementation of growth strategies.
- To undertake risk management within the Trust's policy.
- To comply and implement the health, safety and welfare policy and all other Trust policies and procedures.
- To identify growth opportunities for the Trust that deliver value socially, economically and financially.
- To ensure that the Trust's equal opportunities policies are followed.

Trust Delivery

- Ensure the continued commitment to customer experience and satisfaction through the delivery of high quality services and organisational performance through all marketing and communications activity
- Uphold the Trust's positive profile at all times and undertake communications by adhering to the relevant policy.
- Work effectively across the whole Trust through matrix working, programme delivery and project management.
- Undertake specific project management roles as appropriate to the development of the Trust.
- Meet the strategic objectives of the Trust through delivery of activity plans and strategic KPIs.
- Foster an enterprise and commercial culture across teams at all times through encouraging a positive environment, risk taking and sound business acumen.

- Ensure the successful development of the Trust through staff consultation and involvement.
- Undertake consultation with key stakeholders and through collaboration with partners.
- Employ, where appropriate, the use of digital mediums to enhance the Trust's delivery and development

Resources – Human

- Undertake recruitment, retention, training, development and when necessary disciplinary action.
- Manage the establishment list in each area to balance the budget and activity of the Trust to meet Trust outcomes.
- Manage staff effectively monitoring, performance absenteeism and sickness, developing staff through training and professional development opportunities and appraisals.
- Promote a positive and exciting Trust wide work ethos in line with the Trust's values.

Resources - Finance

- To regularly monitor finances within budget, as agreed with the CEO and Executive Team and advice of potential variances.
- Ensure all resources (including IT hardware and software) are used safely, legally and efficiently.
- Ensure the area of responsibility complies with financial regulations and all other Trust policies and maintains systems for ensuring financial probity.

Part C: Ability to work to and uphold The Cheltenham Trust Values:

Trust Values

- Considered – each member of staff will consider the reputation of the Trust and uphold a professional approach within this post
- Committed – each member of staff will be committed to the charitable objects of the Trust and understand their role in achieve these objectives
- Collaborative – each member of staff will work with others across the Trust and organisations outside the Trust in a professional manner
- Creative – each member of staff will be creative in their approach to problem solving and developing new ways of working to enable the Trust to realise its goals