



Culture Coventry Trust  
Herbert Art Gallery & Museum  
Jordan Well  
Coventry  
CV1 5QP

## JOB DESCRIPTION

<b>Job Title:</b>	Marketing & Communications Officer
<b>Reporting to:</b>	Marketing and Communications Manager
<b>Responsible for:</b>	NA

## SCOPE

Culture Coventry Trust and Coventry Sports Foundation are operating as CV Life, so that the scope of this Job Description as a CV Life document extends to cover the employment of employment contracts held with either Culture Coventry Trust or Coventry Sports Foundation.

## OVERALL PURPOSE AND OBJECTIVE OF THE ROLE

To lead on the development and delivery of marketing and communications activity as part of the overall strategy, and play a key role in implementing campaigns and audience development plans for CV life and its venues.

This position falls within a shared-services working arrangement agreed between the respective Boards of Directors / Trustees of CV Life; Culture Coventry Trust; Coventry Sports Foundation; and the associated group Companies / Trusts, which allows for the sharing of posts and associated services where appropriate and of benefit to the work of the organisations and their respective objectives.

## MAIN DUTIES OF THE ROLE

1. Provide management of the organisations intranet, including sourcing, writing/editing and posting of content and support ongoing growth and development of the system.
2. To write or scope press releases and communications and liaise with external PR and media agencies to ensure coverage meets the ambitions of the organisation.
3. Organise and conduct (where appropriate) broadcast media interviews to promote our brands, venues and services. Also, act as the first point for call for media enquiries, including organising press visits.
4. Liaise with local, regional and national destination marketing organisations (DMO), travel agencies, governing bodies and corporate partners to communicate relevant content e.g. latest news and developments, events and promotions, and listings information.



5. Support the development and delivery of marketing and communications activity for exhibitions and events the organisation is hosting or supporting.
6. Write/edit copy for a range of marketing and communications channels, including websites, newsletters and literature.
7. To represent the team at internal and external meetings and events, and ensure the organisation is reflected in a positive light inline with its brand values.

This Job Description is neither exhaustive nor exclusive and may be reviewed and updated depending upon operational requirements and staffing levels.

## **RESPONSIBILITIES FOR ALL EMPLOYEES**

- To embrace and lead by example on the Company's key values of PRIDE, PASSION and PERFORMANCE or those that might at any time be subsequently re-defined.
- To undertake all duties and fully comply with all of the Company's general standards and those relating to the specific requirements of the role.
- To carry out tasks at a range of sites that are either operated or managed by the Companies / Trusts or where services are delivered by the Companies / Trusts
- To be involved in any aspects or opportunities for sharing of good practice, expertise and responsibilities within the Companies / Trusts. To generally help promote the work and public image of the Companies / Trusts, always maintaining high standards of customer service and personal appearance.
- To attend and fully engage with all internal training and development requirements and opportunities, and maintain such qualifications as required by the demands of the role.
- To interact positively with customers adopting a friendly and professional approach at all times.
- To support the Company's commitment to providing a safe environment for children, young people and vulnerable adults, ensuring awareness of the Company's Safeguarding Policy, Procedures and Practice Guidance, and to be vigilant, reporting any safeguarding concerns without delay.
- To comply with the General Data Protection Regulations when dealing with, maintaining, sharing and storing information.
- To undertake other duties as specified, which are appropriate to the qualifications, experience and general level of the post.

**Date Created:** June 2022

**Date Reviewed:** June 2022



## PERSON SPECIFICATION

### Essential Personal Attributes

- Outwardly enthusiastic and self-motivated.
- Creative and ability to think outside the box.
- Adaptable, approachable and flexible.
- Demonstrate good problem-solving initiative.
- Commitment to high standards of quality.

### Essential Knowledge and Experience

- Understanding of reporting platforms
- Delivering communications campaigns and/or marketing campaigns
- Audience development
- Managing and developing databases
- Project management
- Managing budgets
- Experience dealing with media/press
- Experience of using Microsoft Office applications

### Essential Special Skills

- Producing publicity materials
- Excellent written communication skills
- Strong verbal communications skills
- A strong attention to detail and accuracy
- Able to work independently and flexibly
- Capable of prioritising work across multiple projects
- Able to work effectively as part of a team
- Strong organisational skills to deliver a high volume of quality work
- Able to think creatively to contribute new and innovative ideas
- Able to work well under pressure
- Excellent written communication skills
- Strong verbal communications skills
- A strong attention to detail and accuracy
- Able to work independently and flexibly
- Capable of prioritising work across multiple projects
- Strong organisational skills to deliver a high volume of quality work
- Able to think creatively to contribute new and innovative ideas
- Able to work well under pressure

### Special Circumstances

*Pride*

*Passion*

*Performance*



Flexibility to support evening and weekend events as required.

*Pride*

*Passion*

*Performance*