Job Description: Comms & Marketing Manager

**Reporting to:** Director

**Direct reports** Commercial Assistant (direct report for Social Media only) and Marketing Freelancer for project based work when required.

Part of the management team, working closely with the Director and external PR Agency when necessary. Liaising with other managers and colleagues as and when required.

**Overview**

Responsible for the developing and implementing of external and internal communications for the Leach Pottery (Trust and Enterprise) in line with our strategic vision, values and business plan. Devising engaging and relevant content and planned communications to foster our relationships with our audiences, students, stakeholders, customers and colleagues.

**Main Responsibilities**

Strategy & planning:

* Developing a comprehensive marketing plan covering all areas of the Leach Pottery’s activity (Museum, Learning, Studio & Shop)
* Developing our brand identity.

PR:

* Planning, developing and implementing PR strategies
* Researching, writing and distributing press releases to targeted media
* Provide regular listings to the media and listings platforms
* Organising publicity events including open days and tours and working with external PR agency where appropriate to host and publicise the events
* Managing the PR aspect of a potential crisis situation.

Communications & Marketing:

* Communicating with colleagues and key spokespeople
* Overseeing the planning of content and timetabling for social media output – ensuring consistent tone and standards across all channels and creating content if required
* Liaising with, and answering enquiries from media, individuals and other organisations, often via telephone and email
* Collating and analysing media coverage and evaluating impact of marketing
* Maintaining, updating, and coordinating information on the website
* Writing content for newsletters, website, case studies, and events etc.

Writing and editing articles, liaising with colleagues to ensure specialist articles are delivered to a high standard

Maintaining/developing the blog

* Responsible for any advertising
* You will be expected to deliver marketing campaigns managing external suppliers where appropriate e.g. designers, printers, leaflet distributors
* Preparing and supervising the production (with external suppliers where necessary) of promotional communications to include design and print of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programmes and supporting the Curator, when required, to produce specialist content
* Devising and coordinating photo opportunities & narratives
* Monitor the google and social analytics of website and social platforms.

Also:

* Working with other staff to create an image database with appropriate credits etc, liaising with the Crafts Study Centre and other keepers of images or film for use of historical images
* Support our Leach100 project (which is delayed due to Covid-19)
* We regularly host artist residencies so you will be asked to work with the visiting artists to plan a schedule of blogs, social media posts and other activities related to their residencies and any associated exhibitions or workshops.
* Identify and develop partner opportunities to create joint marketing initiatives where relevant and in keeping with the Leach brand
* Develop a new website in due course when we have the capacity to do so.

Plus any other duty as required by the line manager commensurate/appropriate with the role.

**Skills**

You will need to have:

* The ability to devise and implement marketing strategies using the full marketing mix
* Excellent communication, interpersonal and writing skills
* Experience of developing social media, tone of voice and balancing content
* Excellent knowledge of design, artwork and print production with experience in volume print runs and mailings
* Excellent writing skills – able to write creative copy for websites, brochures and press releases
* Proactive and calm approach to problem solving especially when under pressure, in a busy environment
* Proven delivery of innovative and successful marketing campaigns, with demonstrable results in achieving sales targets and developing new audiences
* Sales and data-analysis techniques and experience of applying and utilising findings to drive business targets and growth.
* Latest industry thinking on digital and social media marketing and comms techniques
* Excellent proofing skills with an eye for strong imagery and design aesthetic
* Attention to detail and consistency
* Drive, competence, flexibility and a willingness to learn
* Excellent organisational and time management skills with the ability to multitask
* The ability to cope with pressure
* Creativity, imagination and initiative
* Good teamwork, analytical and problem-solving skills.

**Desirable to have:**

* Three years working in an arts, heritage or leisure organisation
* Knowledge of contemporary ceramics or craft scene
* Business awareness and a good knowledge of current affairs
* Understanding of balancing our core values against income generation
* Budget setting and confidence in financial management.