



Almond Valley Heritage Trust

Post of Marketing and Engagement Officer

About Us

Almond Valley is a charity, constituted as an independent museum. We promise a “wonderful day of adventure and play” and welcome over 130,000 visitors every year. The majority of our audience are families with young children on day visits, and during spring and summer months we also receive many visits from schools and community groups. A Friends season ticket encourages local residents to visit throughout the year. We're currently investing in new attractions, facilities, and services that will help drive the continued increase in visitor numbers.

The Role

This important new post will build upon the current efforts of the management team in promoting and marketing Almond Valley, and in developing new products and experiences for our visitors to enjoy. The post will bring new expertise, insight and energy to our marketing efforts and, through working in partnership with the team, will result in increased visitor numbers, visitor satisfaction, and earned income.

Key Purposes:

- To extend public awareness and appreciation of the attractions and visitor appeal of Almond Valley in ways that reflect the personality of our organisation.
- To devise or develop new products and promotions that will increase and extend audiences, or extend use of facilities at Almond Valley.
- To develop or support events and activities that enhance visitor engagement and enjoyment, and offer opportunities to extend awareness.
- Through all activities; to increase visitor numbers and earned income

The role will encompass all aspects of marketing and public relations including:

- Managing and authoring content for the Almond Valley website, newsletters, and other electronic media.
- Coordinating and developing Almond Valley social media channels, generating imaginative content and encouraging others at Almond Valley to do so; extending reach and building on-line audience in ways that promote visits to Almond Valley.
- Generating press releases, good news stories, and other content for sharing through printed and on-line media, cultivating relationships with the media, bloggers, listings, review sites and other channels of communication.
- Contributing to the development and organisation of special events and activities on site, including building beneficial contacts and partnerships.
- Devising and supporting development of packages, offers and promotions, particularly to address seasonality and to extend off-peak use of site facilities and resources.

- Overseeing development of contact lists, inclusion in event listings, and content on review sites, including limited paid advertising.
- Overseeing production and distribution of leaflets and other printed promotional materials.
- Collecting data and other research to extend market insight, also maintaining good relationships with tourism partners.

Essential Skills and Qualities:

- Inventive, resourceful, motivated, with a well-developed sense of fun
- In tune with Almond Valley and our audiences
- A great way with words; expressing ideas simply and elegantly, both in writing and in speech
- A results-driven business sensibility, with an organised approach to work
- Happy to work as part of a team; inspiring and drawing inspiration from others
- Tech-savvy in modern media
- Ideally possessing graphics and other media skills – and snappy with a camera

Essential Experience

- A marketing degree or similar qualification, with practical experience of tourism marketing or marketing in equivalent fields, with a demonstrable track record of achievement. Insight and affinity with our family-based audience.

Accountability

- Responsible to the Director. The post holder will work in partnership with team leaders

About the Job

As Almond Valley is currently reviewing staffing structures, the post is offered for an initial period of twelve months, with the prospect of a marketing role being made permanent at the end of that period.

The post is offered on a part-time basis, normally three days (24 hours) per week, 9am to 5pm, however scope might exist to agree an alternative pattern of work, or length of working week, where this suited both personal circumstances and the needs of the business. We might also consider offering the post on a full time (40 hour) basis to the right candidate.

The annual salary is £25,000 or pro-rata, based on a 40 hour working week with equivalent of 32 days paid holidays, inclusive of all public holidays, and with a 3% of salary contribution towards workplace pension.

Thanks for your interest. Please return your application form plus a supporting CV to:

Dr. Robin Chesters, Director
Almond Valley Heritage Trust, Millfield, Livingston, EH54 7AR,
rac@almondvalley.co.uk

All applications must be received by 12 noon on Monday 22nd January 2018