



Almond Valley Heritage Trust

## Post of Events and Marketing 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 activities that will help drive the continued increase in visitor numbers and extend earned income.

### The Role

This important new post will build upon the current efforts of the management team in extending awareness of Almond Valley and continually improving the visitor experience. The postholder will address the general marketing and promotion of Almond Valley, finding inventive new ways of extending awareness, promoting visits, and increasing income. She/he will help shape products, (such as events and promotions), that increase footfall and income, and will have a special interest in the development and management of a major new winter-time event programme.

### Key Purposes:

- To extend awareness of Almond Valley, help shape the public perception of our brand, and promote affection and affinity with it.
- To shape and market new visitor experiences that increase and extend audiences, and make best year-round use of facilities at Almond Valley.
- To support or manage events, and programmes of activities, that extend audiences, raise public profile and enhance visitor satisfaction.
- Through all activities - to increase visitor numbers, earned income, and social media reach and engagement

The role will encompass all aspects of marketing and event management including:

- Coordinating communication; particularly by contributing to the creative use of social media, authoring imaginative content, and encouraging others at Almond Valley to be alert to engaging, topical stories and occurrences.
- Supporting and developing existing seasonal events.
- Developing and managing a planned winter-time evening event programme involving both the practical management and the marketing/advertising of this event
- Overseeing print and web media, and limited paid advertising
- Maintaining market insight, building beneficial contacts and partnerships, researching specific markets, developing contact lists, and devising specialist products.

## Essential Skills and Qualities:

- Inventive, practical and entrepreneurial, with a head for business
- A great organiser with an organised approach to work
- A well-developed sense of fun; in tune with Almond Valley and our family audience.
- A way with words; expressing ideas simply and elegantly, both in writing and in speech
- Happy to work as part of a team; inspiring and drawing inspiration from others
- Tech-savvy in modern media
- Graphics and other media skills – and snappy with a camera

## Essential Experience

- A marketing, or events management 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 full-time (40 hour) basis, five days in seven, which may include some weekend working as required in the operation of events. Normal hours of work would be 9am to 5pm, but with scope for variation to suit the needs of the business.

We might also consider offering a post on a part-time basis to the right candidate.

The annual salary is £24,000 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 25<sup>th</sup> February 2019