

# Marketing & PR Officer Recruitment Information



**Closing date: 17 February 2020**

**Interview date: 24 February 2020**

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## Introducing Lakeland Art

We're delighted that you're interested in joining the ambitious team at Lakeland Arts as Business Development Manager.

Lakeland Arts is one of the most remarkable arts and heritage organisations in the North and has an exceptional portfolio of attractions in The Lake District UNESCO World Heritage Site.

You'll be joining us at an exciting time as **Windermere Jetty Museum of Boats, Steam and Stories** turns one in March, following completion of the £20 million major capital development. Designed by Carmody Groarke architects, Windermere Jetty is the most significant new heritage visitor attraction in the north. In addition, our Abbot Hall site in Kendal which houses the Art Gallery and Museum of Lakeland Life & Industry is set to undergo a major redevelopment, closing in February 2020. Lakeland Arts has recruited the award-winning architect practice MUMA to work on the designs.

**Windermere Jetty Museum of Boats, Steam and Stories** is a world-class museum and tourist attraction, which includes exhibition galleries displaying the exceptional internationally important collection of steam boats and other historic craft, which are all associated with Windermere, and tell the stories of the people who built, owned and used the boats.

Lakeland Arts also operates **Blackwell, The Arts & Crafts House** is a stunning Grade I listed house overlooking Windermere. It is architect MH Baillie Scott's greatest house and provides a perfect setting for historical and contemporary crafts.

**Abbot Hall Art Gallery** is a Grade I Listed Building in Kendal. The eighteenth-century riverside mansion is a wonderful setting for our ambitious programme of temporary exhibitions and displays showing work of artists of national and international significance. Artists featured in major exhibitions over the past few years include Rembrandt, Canaletto, Barbara Hepworth, Paula Rego, Richard Long, Elisabeth Frink, Grayson Perry, and JMW Turner.

The **Museum of Lakeland Life & Industry** has extensive displays relating to the social and industrial history of the Lake District and is a great place to discover about the people who lived and worked here in the past.

### Our mission

To inspire all to explore and enjoy arts, heritage and the outstanding places we care for, by visiting our museums and participating in a wide range of activities.

Lakeland Arts is an Arts Council England National Portfolio Organisation (NPO) as part of the Cumbria Museum Consortium (CMC) with Tullie House Art Gallery and Museum and the Wordsworth Trust.

### So, what is it like working for Lakeland Arts?

You can expect to work in some of the most beautiful buildings, venues and locations in Cumbria and you can have a real sense of pride in the job you do, every single day.

### Living in South Lakeland

Our venues are surrounded by countryside in an area of outstanding natural beauty. The Lake District National Park, the countryside outside the Park and the coast are full of great walks, stunning views and lots of places to visit. Popular sporting and leisure activities include sailing, hill walking, cycling, climbing and running. There are lots of visitor attractions ranging from cruise boats on the lakes, historic buildings, forest parks and nature reserves to top quality restaurants and boutique shops. It's hardly surprising that this area attracts over 15 million visitors each year. Kendal is a busy market town and boasts the Brewery Arts Centre and plays host to a number of cultural festivals each year. There is easy access by road to Lancaster, Penrith and Carlisle, as well as mainline train connections from Oxenholme station in Kendal to London, Manchester, Edinburgh and Glasgow.

We welcome your application and wish you every success with it.



**Rhian Harris**  
Chief Executive, Lakeland Arts

## Job description

<b>Job Title:</b>	<b>Marketing &amp; PR Officer</b>
<b>Salary:</b>	<b>£22,000 - £25,000 depending on experience</b>
<b>Location:</b>	<b>Windermere Jetty Museum of Boats, Steam and Stories and Blackwell, The Arts &amp; Crafts House depending on work requirements</b>
<b>Reporting to:</b>	<b>Business Development Manager</b>

## Introduction

As Marketing & PR Officer, you'll support the Business Development Manager in the delivery of the Lakeland Arts Marketing Strategy to grow visitor numbers, extend our reputation for high quality programming and as a quality visitor destination and improve our commercial income.

Supporting the Business Development Manager, you'll help develop and deliver our marketing communication strategies for Windermere Jetty, Museum of Boats, Steam and Stories, Blackwell, The Arts & Crafts House, as well as promoting our Friends Membership package, and supporting communications around the redevelopment of Abbot Hall Art Gallery.

You'll be responsible for the marketing and comms strategy for each of our visitor attractions, devising and co-ordinating marketing campaigns, with a focus on visitor activities, groups, events, catering and private hire. You'll support colleagues across Lakeland Arts with marketing and engagement and activity, and design and print as required.

## Key responsibilities

- Review, develop and improve Lakeland Arts' offline marketing, PR and communications, with the purpose of increasing visitor numbers, visits, memberships and building our engaged community.
- Champion accessible, intelligent communication across all media and digital platforms to share information with the widest possible audience and raise profile of Lakeland Arts to wider audiences.
- Support the Lakeland Arts Marketing Strategy enabling us to best inform existing audiences and grow new active communities for each of our sites (Windermere Jetty, Blackwell, and supporting our closed programme for Abbot Hall). Using creativity and intel produce compelling content, enhance the customer experience, encourage repeat visits, drive sales and capture audience data to build our customer understanding to inform future marketing.
- Lead Lakeland Arts' internal communications ensuring engaging content and thorough dissemination across all sites.
- Promote, develop and manage the Lakeland Arts brand and values, including producing Lakeland Arts Design Guidance and acting as brand guardian managing the brand guidelines internally and externally.
- Promote Lakeland Arts brand and values internally, including producing Lakeland Arts design guidance and acting as brand guardian, managing the brand guidelines internally and externally.
- Support the Executive and Senior Management Team in Lakeland Arts media relations and growth of executive equity.
- Undertake regular in-house, Audience Agency and commissioned visitor research to understand the Lakeland Arts audiences and to inform Lakeland Arts strategic and business planning
- Analyse and evaluate all marketing campaigns to build success of future campaigns and meet any external funding or lenders reporting requirements.
- Ensure all CRM databases are updated, developed, maintained and compliant with data protection legislation.

- Help deliver strong strategic partnerships and networks locally, regionally, nationally and internationally to build Lakeland Arts' profile to develop awareness of its programming and activities, and to enhance groups travel visits.
- Support the design and delivery of Lakeland Arts' publications and publishing plan with appropriate providers ensuring value for money.

### **General Accountabilities**

- Contribute to delivering Lakeland Arts' Strategic Plan and Business Planning in addition to other strategies and plans as appropriate.
- Contribute to the overall success of the organisation, including attracting new audiences and delivering high quality visitor experience.
- Support delivery of Lakeland Arts' capital development projects.
- Represent Lakeland Arts as required at stakeholder events, meetings, private views, events etc.
- Take an active interest in continued professional development.

This job description outlines the principal responsibilities and duties of the post holder. It is not meant to be, nor is it, an exhaustive list of specific responsibilities and duties. The post holder will be expected to undertake any other duties which could reasonably be expected as being within the remit of the post and which arise out of changes of legislation, regulations, orders, rules and working practices, methods and procedures and reviews, as directed from time to time.

### **Additional information**

The post is full time, 37.5 hours per week working predominantly Monday to Friday with occasional need for evening, weekend or bank holiday working. As a key member of staff, the post holder will be required to attend events, particularly those connected with responsibilities of the post.

The post holder will act as a key holder and will have emergency planning responsibilities as designated in the Disaster Plan for each Lakeland Arts site.

Candidates must demonstrate that they can fulfil the requirements of the post.

### **Health and Safety**

The post holder is required to carry out their duties in accordance with Lakeland Arts Health and Safety policies and procedures.

### **Diversity**

The post holder is required to have due regard to equal opportunities at all times, and to work in a fair and reasonable manner towards all people, ensuring service standards are maintained for all cultures.

## Person specification

ESSENTIAL	DESIRABLE
<b>Experience</b>	
<ul style="list-style-type: none"> <li>• A minimum of 2 years' demonstrable experience in a relevant marketing, digital and communications work environment</li> <li>• Proven experience of working on multiple marketing activities simultaneously</li> <li>• Thorough understanding of how to deliver consumer-facing social media campaigns</li> <li>• Experience of working with communication, creative and media agencies to develop plans and execute</li> <li>• Strong consumer and customer focus</li> <li>• Writing and editing marketing, interpretive and promotional publications</li> <li>• Analysing data and presenting results including the collection of audience data</li> <li>• Experience of website content management</li> <li>• Experience of using CRM systems</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of building and maintaining websites</li> <li>• Working for a cultural organisation</li> <li>• Track record of delivering projects quickly and efficiently</li> <li>• Experience of building audiences</li> </ul>
<b>Knowledge</b>	
<ul style="list-style-type: none"> <li>• Understanding of audience segmentation</li> <li>• Knowledge of how digital / social media fits into the communications mix</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of how digital / social media can be used to enhance the visitor experience</li> <li>• Active interest in arts, galleries and museums</li> </ul>
<b>Skills</b>	
<ul style="list-style-type: none"> <li>• Excellent writing and verbal communication with a wide range of audiences</li> <li>• Demonstrate strong interpersonal and influencing skills</li> <li>• Able to mix a degree of creativity with pragmatism and an analytical approach</li> <li>• IT literate (Microsoft, Apple)</li> <li>• Good eye for taking and selecting compelling images to achieve objectives</li> <li>• Proofreading</li> <li>• Adobe Suite (InDesign)</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent presentation skills</li> <li>• Working knowledge of Photoshop</li> </ul>
<b>Qualities</b>	
<ul style="list-style-type: none"> <li>• Ability to build excellent relationships and work in a supportive manner alongside colleagues, volunteers, and consultants</li> <li>• Commitment to Equal Opportunities, Cultural Diversity and exceptional customer service</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to manage own professional and personal development and a willingness to learn</li> </ul>
<b>Qualifications</b>	
<ul style="list-style-type: none"> <li>• Relevant degree or qualification by experience</li> </ul>	<ul style="list-style-type: none"> <li>• Educated to degree in a marketing, digital media or related discipline</li> <li>• Marketing Qualification i.e. CIM or equivalent experience</li> </ul>

## **How to apply and the selection process**

You must complete an application form available to download from the Lakeland Arts website [www.lakelandarts.org.uk/jobs](http://www.lakelandarts.org.uk/jobs) in Word and PDF formats. You may attach a covering letter but please don't send pictures or photographs. Sorry, but we don't accept CVs.

In completing your application, you must tell us how you meet the essential qualification, experience, skills and qualities outlined in the Person Specification. We'll assess how you meet them through the application form and interview. We'll let you know if we plan to include a presentation or a skills test if you are invited for interview.

## **Deadline for receipt of applications**

This vacancy closes at 9.00am on Monday 17 February 2020. Unfortunately, any forms received after this time won't be accepted. Your completed application form should be returned by one of the following methods:

By email: Please email [jobs@lakelandarts.org.uk](mailto:jobs@lakelandarts.org.uk)

Please note that our email servers will not accept emails larger than 10MB.

By post: Human Resources, Lakeland Arts, Blackwell, The Arts & Crafts House, Bowness-on-Windermere LA23 3JT

## **Acknowledgement of receipt**

All email applications will be acknowledged upon receipt.

## **Interviews**

Interviews will be held on Monday 24 February 2020.