



Burton Constable Foundation

## Marketing and Events Manager

### JOB DESCRIPTION

**Responsible to:**  
The Director

**Hours:**  
35 hours per week, 5 days over 7 to include weekends, bank holidays and evenings

**Salary:**  
£24,150 per annum

### About Burton Constable

The Burton Constable Foundation is the organisation that manages and maintains Burton Constable and surrounding parkland, by opening to the public as a visitor attraction and events venue which attracts just over 40,000 visitors each year.

Burton Constable, the home of the Constable family for over 700 years, is one of the most fascinating country houses to survive with its historic collections. In order to secure Burton Constable's long-term future, the Burton Constable Foundation was established in 1992, following negotiations between the Chichester-Constable family and the National Heritage Memorial Fund.

As a charitable trust, Burton Constable's key objectives are:

***To nurture the cultural heritage of Burton Constable to promote learning, engagement and enjoyment for the present and future generations.***

Further information about Burton Constable can be found on our website:

[www.burtonconstable.com](http://www.burtonconstable.com)

## **JOB SUMMARY**

This is an exciting opportunity for an experienced and enthusiastic Marketing and Events Manager to play a crucial role in the development of Burton Constable.

You will lead on the marketing of the site.

You will develop and manage an annual programme of outdoor events and a programme of holiday activities for children.

### **Duties**

#### **1. Marketing and Communications**

Work with the Director on the production and implementation of the annual marketing plan, to include:

- Production and distribution of printed material, including the annual leaflet, membership promotion leaflet and events promotional material.
- Promote Burton Constable as a venue for Weddings and Corporate Events.
- Produce regular media releases and develop contacts with the local media.
- Ensure that the website is kept up to date, liaising with the web developer where necessary.
- Ensure that all on-line promotional material is up to date, including listings on tourism websites, etc.
- Produce and circulate a monthly Burton Constable E-Newsletter.
- Continue to develop the social media presence on Facebook, Twitter, Instagram, YouTube and LinkedIn.
- Continue to build the Foundation's contact database to develop audiences
- Act as the Foundation's representative on regional tourism forums, Yorkshire's Great Houses, Castles and Gardens, etc.

#### **2. Events**

- Devise and ensure the successful delivery of a programme of holiday activities for children.
- Co-ordinate a programme of bookable workshops on site, for example, willow weaving, felt making, photography, etc.
- Develop and deliver an annual programme of outdoor events, including craft fairs, classic car rally, 10 km run, outdoor cinema, etc.
- Completion of risk assessments and ensuring compliance with Health and Safety legislation.

### **3. Visitor Services**

- Ensure all signage, information leaflets and reception areas are well presented to comply with brand guidelines and are visitor focused.
- Use visitor/staff/volunteer feedback to deliver improvements to the service.
- Respond to compliments and complaints, regularly reviewing in order to identify improvements.

Any other duties reasonably commensurate with this role.