



POSITION: Trainee Marketing Admin

RESPONSIBLE TO: Head of Marketing & Communications

Principal Responsibilities: A key member of a small but dedicated communications & marketing team, working to promote the visitor attraction through B2C campaigns, and our corporate venue hire.

Duties and Responsibilities:

1. Marketing administration including invoicing, website updating, online listings and other admin tasks.
2. Learning to use our in house CMS to update the website.
3. Learning to use Active Campaign to assist with email marketing campaigns.
4. Training to assist the marketing officer with marketing campaign delivery.
5. Training to understand post-campaign results reports, and how to analyse effectiveness.
6. Ensuring all content created demonstrates brand consistency.
7. Working collaboratively with internal departments to ensure effective communication and timely delivery of campaigns.
8. Managing content for souvenir airshow programmes.
9. Working closely with the marketing team and other departments to consistently improve website content and ensure its accuracy.
10. To provide marketing support at internal and/or external events where required, weekend and evening working may be required.
11. Working with the events team to create best possible visitor experience.
12. Ongoing market research of competitors.
13. Engaging in continuing professional development by engaging in courses and workshops, where appropriate, that offer opportunities to increase skills.

GENERAL

1. To implement the Equal Opportunities Policy into your daily activities.
2. To be responsible for your own health and safety and that of your colleagues, in accordance with the Health & Safety at Work Act (1974) and other relevant legislation and EC Directives, including reporting to your line manager any health and safety hazard immediately you become aware of it.
3. To work in accordance with GDPR Legislation and the Data Protection Act (1998).
4. To raise any issues, including ethical, with the Communications & Marketing Manager or other senior manager (where appropriate) in a timely manner
5. Any other duties as are within the scope, spirit and purpose of the job, the title of the post and its grading as requested by the line manager or Head of Department/Division.



Note: This role outline reflects the present requirements of the post. Duties and responsibilities may change and develop during the course of the role.

PERSON SPECIFICATION

| CRITERIA | ESSENTIAL/ DESIRABLE | HOW TO BE MEASURED CV, INTERVIEW, OTHER |
|--|---------------------------------|--|
| EXPERIENCE | | |
| Interest in marketing and communications/events | E | CV/I |
| GCSE English grade or above | E | CV |
| Graphic design skills | D | CV/I |
| Computer literate | E | CV/I |
| Attention to detail | E | |
| Confident using the telephone and email | D | |
| Willing to undertake GDPR training | E | |
| Heritage or Visitor attraction experience | D | |
| PERSONAL ATTRIBUTES | | |
| Positive, motivated and resilient | E | |
| A strong team player | E | CV/I |
| Understands and supports Shuttleworth's mission and values | D | CV/I |
| Calm and friendly | E | |
| Willingness to engage in training and to improve skills | E | |
| Bright and enthusiastic | E | |
| Maintains up-to-date personal portfolio to self-measure progress and achievements | D | |
| Treats all stakeholders (inc colleagues and external suppliers) with respect and professionalism | E | |
| Full driving licence | D | |