

Sales & Marketing Co-ordinator

Job Description – The Cheltenham Trust

Particular to the roles of: Sales and Marketing – Co-ordinator

Post No:

Internal Ref: #16

Grade: F 20 hours

Location: Any site

Responsible to: Communications & Insight Manager

Responsible for: Volunteers, Interns and Assistants

About The Cheltenham Trust

Right at the heart of our vibrant community is The Cheltenham Trust.

We are a charity dedicated to enriching the lives of residents and visitors through culture, sport, learning, community engagement, and health & wellbeing at five iconic venues across Cheltenham.

The Cheltenham Trust venues include:

- Pittville Pump Room
- Cheltenham Town Hall
- The Prince of Wales Stadium
- Leisure at Cheltenham
- The Wilson Art Gallery & Museum
- Cheltenham Tourist Information Centre (TIC) based at The Wilson

At The Cheltenham Trust, we combine engagement, sustainable investment and social enterprise. We believe in collaboration and embracing opportunities.

Our venues and services are the platforms for generating social, financial and cultural value through embracing diversity, encouraging collaboration and driving creativity.

We enrich people's lives. Everyone is welcome.

Part A: Specific Responsibilities

- To act as a brand champion and to monitor and coordinate marketing and sales in line with the Trust brand and/or venue brands; collateral and digital mediums
- Liaise with staff, agencies and freelancers in respect of communications, sales and marketing to optimise income generation, contra deals and communications
- Lead, manage and support sales of advertising space and web packages across the Trust, in liaison with the Commercial Services team, including visitcheltenham.com
- Support audience development and new growth opportunities by contributing to and supporting the wider communications strategy and tourism marketing strategy
- Monitor sales against target and co-ordinate activity and information acting as the main point of contact for the Trust on this activity; develop systems to aid the smooth running of internal communications between them.
- Build positive working relationships with strategic contacts internally and externally to promote the Trust and Cheltenham as a great place to live, work and visit.
- Support the Communications and Insight Manager; and the team in liaising with promoters and hirers to provide updates on marketing activities and ticket sales. Verify contractual information

for bookings/hires using Artifax, and Co-Promotions on Spektrix where necessary and other matters that relate to the events and programme marketing.

- Be the first point of contact and supply information to Tourism partners and stakeholders such as Visit Cheltenham, Cotswolds Tourism and Visit Britain and ensure any marketing requests are fulfilled with the support of the wider communications team.
- Ensure that all event and programme content is visible on key web interfaces to promote events and programmes for the Trust
- Coordinate and deliver the quarterly What's On brochure to promote all Trust wide activities.
- Support Communication and Insights Manager with coordination of external suppliers for design and print as required.
- To keep an overview of show/event sales and identify activities to meet both income targets, footfall and other key performance indicators.
- Proactively sell print, outdoor and online advertising and sponsorship space/opportunities to potential customers to promote the Trust and Cheltenham.
- Be responsible for maintaining and updating the media packs and rate card.
- Select which events to exit flyer, and manage post and pre show mailshots with clients/promoters and external designer, monitoring effectiveness
- Provide event / exhibition information to local and regional publications/websites, including seasonal and holiday promotions.
- Maintain an accurate record and schedule of all TCT poster sites and content displayed and be responsible for changing poster site content, monitoring flyer stock in stands working with interns and volunteers, where available.
- Budgets - record marketing expenditure and flag any variances in the master budget; meet income targets as set in the business plan for the Trust.
- Finance – raise purchase orders in Agresso, code invoices for processing and record any financial charging information in Artifax, where necessary.
- Shared maintenance of a large database using the Spektrix arts marketing system, or similar CRM.
- Support the wider charitable messaging of the Trust and deliver against targets.

Job Specification

Experience

- Experience of working in a communications team to secure sales from proactive promotions (3 years)
- Experience of leading digital communications for an organisation selling services or tickets
- Experience of managing a CRM
- Experience of working across brand and communications/ research and performance management projects/ digital development and acting as a champion in that area
- Experience of marketing platforms including digital platforms and using them to communicate effectively
- Experience of working with stakeholders to support and co-ordinate business development
- Experience of performance management to inform business
- Experience of delivering against KPIs and financial targets
- Experience of cultural and leisure communications desirable

Knowledge, skills and abilities (Essential):

- Excellent workflow management skills to work on a proactive and reactive basis on a daily, weekly and monthly basis
- Passionate about digital engagement and ability to work with qualitative and quantitative data
- Ability to co-ordinate work across the Trust
- Ability to work with external stakeholders in partnerships
- Ability to co-ordinate communications activity across the Trust

- Interpersonal skills, ability to relate to people at different levels including the Board, staff, stakeholders, promoters, customers and the public
- Some knowledge of the cultural and sports sectors
- Team player, with excellent co-ordination skills
- Ability to work flexibly and independently

Knowledge, skills and abilities (Desirable):

- Evidence of project management skills or a qualification in this area.

Qualifications:

- Educated to degree level – in either a relevant subject or alternatively, significant demonstrable experience in a relative field

Job purpose

The Trust roles are based on generic and specific Trust wide responsibilities and operational responsibilities.

- To co-ordinate both the enterprise and charitable elements of The Cheltenham Trust activity.
- The post holder will support the Communications and Insight function in terms of Trust wide development, Trust delivery and Trust co-ordination, policy support and resource support through a period of significant change and development of the Trust.
- To identify, develop and present to the Communications and Insights function opportunities to develop and expand the activities of the Trust in terms of income generation.
- To work with relevant staff to support development of the Trust's operations, delivery and outcomes.
- To work with relevant staff to research information to support the formulation of plans.
- To work as a team member to co-ordinate operational delivery against delivery plans and day to day business.
- To work collaboratively with partners and key stakeholder, undertake consultation and collaboration in pursuit of the Trusts objectives.
- To record performance and maintain appropriate reporting information, evaluation mechanisms and actions plans to underpin the Trust's activity, enable business design and provide information.
- To effectively manage budgets as set out in the scheme of delegations.
- To contribute to programme and project development working across The Cheltenham Trust as appropriate to the delegation scheme

Part B: Main Areas of Work

Support to Strategic Development

- To keep in touch with current practice, changes in legislation, identify future trends and recommend operational direction for programmes and events
- To work with the stakeholders, partners, other agencies and community and voluntary groups to develop The Cheltenham Trust
- To prepare and present reports associated with The Cheltenham Trust communications and insights activity for the Executive Team.
- To support the communications and insights function in the implementation of a performance and evaluation strategy, improvement plan and to meet the key objectives of the Trust.
- To develop enterprise and commercial activities through managing set budgets, contributing to the creation of surplus and implementation of growth strategies.
- To support the communications and insight function in the preparation of the annual plans and forward plans.
- To undertake risk management within the Trust's policy.

- To comply and implement the health, safety and welfare policy and all other Trust policies and procedures.
- To identify growth opportunities for the Trust that deliver value socially, economically and financially.
- To ensure that the Trust's equal opportunities policies are followed.

Trust Operations

- Ensure the continued commitment to customer experience and satisfaction through the delivery of high quality services and organisational performance.
- Uphold the Trust's positive profile at all times and undertake communications by adhering to the relevant policy.
- Work effectively through matrix working, programme delivery and project management.
- Foster an enterprise and commercial culture across teams at all times through encouraging a positive environment, risk taking and sound business acumen.
- Ensure the successful development of the Trust through staff consultation and involvement.
- Undertake consultation with key stakeholders and through collaboration with partners.
- Employ, where appropriate, the use of digital mediums to enhance the Trust's delivery and development

Resources – Human

- Undertake recruitment, retention, training, development and when necessary disciplinary action
- Manage staff effectively monitoring, performance absenteeism and sickness, developing staff through training and professional development opportunities and appraisals
- Manage volunteers effectively promoting positive engagement and outcomes
- Promote a positive and exciting Trust wide work ethos in line with the Trust's values

Resources - Finance

- To regularly monitor finances within budget, as agreed with the Executive Team and notify them of potential variances.
- Ensure all resources (including IT hardware and software) are used safely, legally and efficiently.
- Ensure the area of responsibility complies with financial regulations and all other Trust policies and maintains systems for ensuring financial probity.

Part C – Ability to work to and uphold The Cheltenham Trust Values:

Trust Values

- Considered – each member of staff will consider the reputation of the Trust and uphold a professional approach within this post
- Committed – each member of staff will be committed to the charitable objects of the Trust and understand their role in achieve these objectives
- Collaborative – each member of staff will work with others across the Trust and organisations outside the Trust in a professional manner
- Creative – each member of staff will be creative in their approach to problem solving and developing new ways of working to enable the Trust to realise its goals