

**EVENTS AND MARKETING OFFICER**

**REPORTS TO:** ARCHEAOLGY AND COLLECTIONS DIRECTOR

**MANAGES:** N/A

**CONTRACT TYPE:** Part Time / Fixed Term, 12 months with option to extend

**HOURS:** 30 hours per week

**SALARY:** £19,100 per annum (*based on 30 hours per week*)

**FUNDED BY:** NATIONAL PORTFOLIO ORGANISATION GRANT (TEMPORARY POST)

**About Norton Priory**

Norton Priory Museum and Gardens is operated by an independent, charitable trust, Norton Priory Museum Trust Limited. The Trust is dedicated to preserving and sharing the rich heritage of Europe's most excavated monastic site and the 900-year story of the estate. This approach reflects the Trust's Mission Statement: *To conserve, champion and celebrate the heritage, landscapes and collections of Norton Priory for present and future generations.* As a small, passionate team supported by a wider community of volunteers, the Trust strives to provide a warm, welcoming and valuable experience for all our visitors.

**About the Role**

The Events and Marketing Officer will be responsible for planning, promoting and delivering a dynamic programme of events and marketing campaigns which enhance Norton Priory's reach and reputation. The resultant activities will grow audiences and memberships and increase income generation. This is a creative and hands-on role at the heart of the Trust's public engagement.

**Key Responsibilities**

- Develop, coordinate and deliver a varied programme of events including performances, talks, family activities, seasonal celebrations and community initiatives.
- Lead marketing campaigns to promote museum events, exhibitions and services, producing engaging content across press, digital and print channels.
- Maintain digital channels (website, social media, e-newsletters) to maximise audience engagement and participation.
- Work collaboratively with colleagues, volunteers and external partners to ensure high-quality visitor experiences.
- Build and maintain community partnerships, identifying and targeting new and diverse audiences through outreach strategies.
- Monitor and evaluate events and campaigns, logging audience data to inform future programming and contribute to funding bids.
- Support venue hire, fundraising events and initiatives that drive ticket sales, donations and retail/venue income.

- Ensure brand consistency and adherence to the museum's values in all public-facing materials.
- Maintain accurate records / budgets relating to events and campaigns.

### **Person Specification**

#### **Essential**

- Experience in events coordination and/or marketing, preferably within a cultural, charitable, or public-facing setting.
- Excellent communication skills, both written and verbal.
- Strong digital marketing skills, including social media, website content management systems and email platforms.
- Highly organised with the ability to manage multiple projects and deadlines.
- Creative thinker with a passion for heritage, culture and community engagement.
- Good time management skills.

#### **Desirable**

- Experience using design tools (for example, Canva and Adobe Creative Suite).
- Familiarity with audience development strategies and evaluation methods.
- Knowledge of the museum/heritage sector or working in a charitable organisation or a tourist attraction.
- Experience working with volunteers and community groups.

### **Team Responsibilities** *(Applicable to all roles)*

- Support weddings, events and other public-facing programmes as required, including occasional evening and weekend work.
- Ensure the health, safety and wellbeing of yourself, colleagues and visitors at all times.
- Act as a positive ambassador for the museum and charitable trust at all times.
- Undertake Safeguarding and First Aid training.
- Assist with cleaning and preparation of internal spaces for daily opening and special events, which may be outside normal opening hours.
- Conduct pre-opening daily site checks to ensure all areas of Norton Priory, including outdoor spaces, are safe, secure and ready to welcome visitors. Log any concerns as a matter of priority with the Team Leader or relevant manager.
- Work collaboratively with colleagues and volunteers to provide a welcoming and inclusive visitor experience.
- Treat colleagues and volunteers with respect to foster a supportive and trusted working environment.
- Represent the Trust in a professional and positive manner at all times.
- Support the Trust's commitment to sustainability by following environmental best practice (for example, recycling) and encouraging eco-friendly practices across the

**Job Description**



Norton Priory estate.

- Carry out other duties that may reasonably be required in line with the level and nature of the role.

**Staff Benefits**

- Access to professional development and role-specific training opportunities.
- Access to confidential staff wellbeing support on request.
- Opportunities to work in a unique and historically significant museum and grounds.
- Generous employer-contributed pension scheme.
- Staff discounts in the museum shop and the Brooke Café.
- Free on-site parking.
- Invitations to staff social events.