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## Role Profile

Freelance Marketing and Communications Manager  
6-month contract PT  
*£8000 including expenses*

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**Accountable to:** Operations Manager

**Key relationships:** Director, Head of Development, Board

**Location:** Strawberry Hill House

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## JOB SUMMARY

Strawberry Hill House & Garden is at a pivotal point. Following an ambitious, award-winning £10 million restoration, we have been open to the public since 2010 and we receive between 20,000 and 30,000 visitors a year to both the House and Garden.

A recent business review has identified key areas for development to ensure that we are fit for the future.

We are launching a new website this month, with a streamlined ticketing system, which will focus visitor flow and bolster commercial hire and filming.

2017 is the tercentenary of Horace Walpole's birth, the creator of Strawberry Hill House, and a number of celebratory events are planned, including readings of Walpole's letters with Sir David Attenborough, afternoon tea with Alan Titchmarsh, a birthday picnic for the community and a high-level fundraising dinner.

We now seek a marketing professional to help us achieve three goals:

- Run a targeted marketing campaign for our commercial hire to increase bookings
- Actively market to visitors to increase visitor numbers
- Promote and market our fundraising campaigns and membership to increase donations

Areas of responsibility:

- To create and deliver an audience development plan, focusing on biggest impact to increase audiences
- To market commercial hire, weddings, filming and photoshoots and work with the events team to increase bookings
- In collaboration with the Head of Development support fundraising campaigns, including leading on Art Fund Art Happens crowdfunding campaign and reach target of £25,000

- To lead on Curator's Blog, working with our Curator to produce, disseminate and promote our monthly 'treasure hunt' blog – a key publicity tool in the lead up to our major 2018 exhibition bringing back masterpieces from Walpole's collection
- To write and disseminate press releases generating regular publicity for Strawberry Hill House & Garden
- To lead on Google Cultural Institute partnership, finalising filming, launching on our website and 'curating' online exhibits to promote the collection
- Produce a quarterly 'exec news' for high level donors and prospective supporters
- Produce monthly and quarterly targeted newsletters to supporter databases (mailchimp)
- To manage website, social media and online advertising, maximising return
- To support the team with increasing online presence, blogging, tweeting, posting on Facebook and Instagram daily to enhance profile and increase followers.
- To manage online reputation on sites such as TripAdvisor

### **Promotion**

Raise awareness and promote the work of Strawberry Hill Trust, including positive promotion of the work of colleagues at Strawberry Hill House and the other allied partner properties.

### **General**

The post-holder shall:

Observe at all times the principles of Customer Care as defined by The Director for Strawberry Hill Trust.

Ensure that all activities and arrangements comply with Health and Safety Regulations and Policies.

Adhere to the Trust's equal opportunities policies relating to both staff and the delivery of services to the public, ensuring equality of provision is maintained.

All staff are expected to observe Health and Safety at Work Regulations as set out by the Trust in accordance with its statutory obligations.

Ensure his/her work is in line with Trust policy at all times

### **Knowledge, Skills And Experience**

#### **You will be experienced in:**

- Developing an integrated communications strategy for the third sector, charities, museums or arts
- Digital marketing and websites (Wordpress)
- CRM systems
- Adobe in-design
- Mailchimp

The post-holder should be able to engage and involve colleagues and partners, and maintain good working relationships with all property staff.

*The information given about the role is illustrative and does not form any part of the contract of employment. The postholder may be required to undertake other relevant duties commensurate with their skills and experience.*

NSD/jobdesc/Generic  
11 May 2017

**Applications**

**If you are interested in this role please send your CV with a covering note, outlining your suitability to [Claire.Barlow@strawberryhillhouse.org.uk](mailto:Claire.Barlow@strawberryhillhouse.org.uk) by Monday 22 May.**

**Interviews will take place on Friday 26<sup>th</sup> May 2017.**