



We are looking to make an appointment to the following position:

Marketing and Communications Manager

Full Time

£32,000 - £35,000

(Dependent on experience)

INFORMATION PACK

The Forum Trust Limited
The Forum, Millennium Plain
Norwich NR2 1TF

www.theforumnorwich.co.uk

CONTENTS

1. **COMPANY OVERVIEW**

2. **JOB DESCRIPTION**

3. **PERSON SPECIFICATION**

4. **MAIN TERMS AND CONDITIONS**

5. **APPLICATION PROCESS**

COMPANY OVERVIEW

The Forum is managed by The Forum Trust, an independent, self-financing charity. We have a broad brief which emphasises lifelong learning, and includes celebrating technology, discovery, history, heritage, creativity and culture.

We are responsible for the main Forum building, 2 Millennium Plain, and the outside spaces in front of The Forum. We manage a large underground car park, and are landlords to a range of tenants including BBC East and Radio Norfolk, Pizza Express and Café Bar Marzano, the Tourist Information Centre and the Millennium Library.

This business model enables the Trust to support the management and maintenance of the building, and provides an opportunity to create and deliver a diverse and varied programme of community events and activities, most of them free of charge, for people of all ages to enjoy.

Recent projects and partnership events include: the Norwich Science Festival; Run Norwich; Makers' Month; the Norwich Gaming Festival and Heritage Open Days.

We could not achieve any of that on our own and the popularity of The Forum is the result of working with a wide range of partners.

Further information about the building's facilities and the events that can be enjoyed here can be found on our website: www.theforumnorwich.co.uk.

The Forum has a team of approximately 30 permanent staff, and we also employ a team of casual staff to help us deliver events and public activities.

JOB DESCRIPTION

POST: MARKETING AND COMMUNICATIONS MANAGER

Scope of the Post

To provide expertise in marketing and communications across the organisation. To deliver an effective marketing strategy in line with company objectives to further raise the profile and brand values of The Forum and The Forum Trust and to ensure a joined-up approach in the marketing of The Forum's activities, events and projects.

Key Activities:

Reporting to The Chief Executive, you will be responsible for managing a small marketing team, comprising of an Online Producer, Digital Marketing Producer and Norwich Science Festival Marketing Communications Manager:

Marketing

- Deliver a marketing strategy for The Forum in line with the company's objectives
- Lead the marketing and communications activity across The Forum's events, activities and projects
- Responsible for the brand management and corporate identity of The Forum
- Manage the overall marketing budget and project marketing budgets
- Manage external suppliers such as design, print and photography services
- Manage internal communications as required for staff and tenant news
- Participate in cross-organisation project work as required. These will on occasions include external partners
- Monitor and report on marketing communications as required
- Recommend appropriate customer research and use insights gathered to help team to develop the activities programme

Public Relations

- Generate positive news stories to promote The Forum's projects and activities
- Respond efficiently to all media enquiries
- Work with the Online Producer to respond efficiently to any negative or controversial online posts
- Be responsible for The Forum's Crisis Management Plan
- Oversee the management of The Forum's image library for use in news releases, brochures and online

Marketing through Technology

- Responsible for The Forum's website working closely with the Online Producer
- Liaise with external suppliers on the development and implementation of The Forum's website
- Work with the Online Producer to further develop The Forum's social media policy
- Ensure The Forum is taking full advantage of technology in its marketing activities by regularly keeping up to date with new and emerging online developments
- Oversee project evaluation to make sure we have the right feedback to report back to stakeholders and market future activities

Other Responsibilities

- Oversee the production, print and distribution of The Forum's quarterly "What's On" guide
- Prepare materials for and be present at events, fairs/exhibitions and promotional days. This may occasionally involve the setting up and dismantling of exhibition stands and will sometimes involve out of hours working
- Prepare information, statistics and reports and other documentation as required
- Carry out any other activities which fall within the scope of the post and which are at a similar level of responsibility
- Assist other members of The Forum Trust in pursuit of their objectives and fostering a good team spirit
- Promote a positive view of The Forum, its tenants and The Forum Trust

PERSON SPECIFICATION

| | Essential | Desirable |
|-----------------------|---|---|
| Qualifications | Educated to Degree level or marketing qualification equivalent | |
| Experience | <p>Extensive experience of working in marketing and communications</p> <p>Experience of managing a team</p> <p>Experience of managing projects</p> <p>Experience of developing websites and digital marketing with an interest to explore new developments</p> <p>Budget management and working with and managing external suppliers</p> <p>Knowledge of legal and copyright issues involved in social media and wider communications</p> | Experience of commissioning research and implementing appropriate actions |
| Skills | <p>Excellent communication and interpersonal skills</p> <p>Excellent copywriting and proofreading skills</p> <p>Good understanding of print production</p> <p>Excellent negotiating skills</p> <p>Excellent IT skills</p> <p>Creative skills</p> <p>Evidence of ability to work to tight deadlines and manage multiple tasks</p> | |

MAIN TERMS AND CONDITIONS

Detailed below are the main terms and conditions of employment:

Hours

Your core office hours are 9am to 5.30pm, Monday to Friday, but with The Forum open seven days a week, you will on occasions be expected to work evenings and weekends. This might be to deal with the media, oversee photography or filming, and manage social media or other duties in line with the role and the company's business needs.

Appropriate time off in lieu can be arranged with your line manager.

Payment of Salary

Monthly Bank Transfer on the 20th of each month.

Annual Leave

Leave allowance is 25 days per annum pro rata plus bank and public holidays.

Pension Arrangements

The Forum Trust will make a contribution of up to 5% of salary matched by an employee contribution, once the probation period has been successfully completed.

Probation

There is a three-month probationary period for all new starters.

Equal Opportunities Policy

We are committed to equal opportunity in employment and recruitment. Applications are considered on the basis of their suitability for the post regardless of sex, race, ethnic origin, disability, age, marital status, domestic responsibilities, sexual orientation or religious affiliation. Suitability will be assessed on the basis of factual information provided by candidates. Give as much information as possible, including information about experience gained outside employment and any other factors or circumstances which you would like to be taken into account.

THE APPLICATION PROCESS

If you would like to apply for this position please forward a completed application form and CV with a covering letter explaining why you feel you are a suitable candidate to our HR services provider, quoting reference **TFT110**

HR Team [Ref: TFT110)
Flagship Group
31 King Street
Norwich
Norwich
NR1 1PD

Email: Recruitment@Flagship-Group.co.uk

Application Forms can be obtained from: www.theforumnorwich.co.uk

To discuss this role in more detail, please contact Sophie Conroy on 01603 727935.or Tim Bishop on 01603 727978

The Forum Trust Limited
The Forum, Millennium Plain, Norwich, NR2 1TF
T (office): 01603 727950

CLOSING DATE FOR APPLICATIONS: 9am on 21 July 2017

Interviews will be held at The Forum on 7 August 2017.

References will only be taken up after interview.

Like all public facing staff the successful candidate will be subject to an enhanced DBS check.