



York Civic Trust

Promoting Heritage - Shaping Tomorrow

Fairfax House Castlegate York YO1 9RN

Tel: 01904 655543

Role Profile

Details of the role

Title: Communications Officer

Accounts to: Chief Executive

Hours: 24 Hours per weeks

Standard working hours (including a 30-minute paid break per day) – final working hours to be agreed.

Monday 09:00 – 17:00

Tuesday 09:00 – 17:00

Wednesday 09:00 – 17:00

Thursday 09:00 – 17:00

Friday 09:00 – 17:00

Some additional hours may be required to be worked. These will be taken as time off in lieu in agreement with the role's line manager.

Duration: Permanent

Notice period: One month's notice on either side

Salary: c. £28,000 per annum pro rata – including a 30-minute paid break per day

Pension: York Civic Trust operates an auto-enrolment pension scheme for qualifying employees. Employees have the right to opt out of the company pension scheme.

Annual Leave: 20 days plus 8 public holidays (pro rata)

Line Management: No

Key Relationships (Internal):

- Chief Executive
- Curator

- Civic Society Manager
- Engagement Committee and Events Working Group
- York Civic Trust Members

Key Relationships (External):

- Press and Media
- Audiences
- Stakeholders and decision makers

ABOUT YORK CIVIC TRUST

York Civic Trust, a Registered Charity, is a membership organization that celebrates the heritage of York and how it can be used to inform and shape the development of the city. The Civic Trust operates an Accredited museum - Fairfax House, Castlegate, York (the building is owned by York Conservation Trust). The Trust works closely in collaboration with other key stakeholders including the University of York, City of York Council, York BID and Make-it-York.

The Trust organizes an extensive programme of events and activities open to all providing opportunities to gain a greater understanding of the city and its surroundings. The Civic Trust's ongoing 'blue' plaque programme records significant individuals, events and places within the city.

York Civic Trust's governing body is its Board of Trustees drawn from its membership. A small team of employees (less than 15) is supported by a strong base of over 200 volunteers and advisors.

For more information about York Civic Trust visit www.yorkcivictrust.co.uk and Fairfax House visit www.fairfaxhouse.co.uk.

Summary of role:

The Communications Officer, working closely with the Chief Executive, will:

- raise the profile of York Civic Trust and the work that it undertakes in the city
- establish York Civic Trust as a leading membership organisation within York
- develop and roll out design and brand guidelines for the organisation

You will:

- manage a number of key relationships including York Civic Trust members, media, creative agencies and audiences
- have excellent inter-personal skills and be an engaging writer with an ability to turn information into compelling content for different audiences

- have experience of maintaining, and using to their full advantage, digital communications (including web-sites, e-newsletters and social media)
- develop develop communication and branding guidelines appropriate for a small charitable trust.
- manage our relationships with creative agencies to deliver marketing and publicity campaigns and input into museum exhibition development and delivery
- work as part of a small team and will be required to use your own initiative and act independently.

ABOUT YOU: What you will bring to the role

You will bring be creative, audience-focussed with a flair for the use of language. You will bring fresh ideas to create opportunities to widen York Civic Trust's engagement with existing and new audiences. You will bring a reliable and consistent approach to your work. You will be able to work independently and enjoy working as part of a team.

Main Tasks

Working with colleagues, to design and deliver a communication programme that raises the profile of York Civic Trust and strengthens our relationship with members so that our contribution to the development of York is better recognised and more widely known.

To manage relationships and contracts with external agencies for the production of marketing, print and museum interpretation.

To create content, update, gather metrics and analysis, and respond to users across our social media channels and websites.

To write media releases, and support media enquiries, about the work of York Civic Trust, including our museum at Fairfax House, and assist with securing coverage for local, regional, and where possible, national media.

To regularly liaise with colleagues, internal committees and volunteers to maintain a comprehensive awareness of the work of York Civic Trust.

To update the content and management the development of the York Civic Trust websites (www.yorkcivictrust.co.uk and www.fairfaxhouse.co.uk) and regular e-newsletters.

OTHER DUTIES AND REQUIREMENTS

- Deliver a consistently high level of audience engagement so that our audience expectations are exceeded.
- Alongside other members of staff, provide cover for museum front of house activities including: sales, admissions and cash handling when required
- Undertake any other duties that may be reasonably requested by your line manager.

- Attend staff meetings and any training courses as required to meet the requirements

Knowledge, Skills and Experience

- Experience of working in an internal and/or external communications environment (E).
- Experience of working in a membership organisation in a communications role(D).
- Experience of developing and maintaining digital communications including web-site content. (E)
- Strong interpersonal skills. (E)
- Experience of successfully researching and writing a range of communications products including: newsletters, social media outputs, media releases and membership communications (E).
- Excellent written and verbal communication skills and high standard of written/verbal English including good proof-reading ability. (E)
- Strong organisational and time management skills with ability to prioritise and to work independently to agreed deadlines. (E)
- Interest in history and the diverse heritage of York (D)
- Experience of co-ordinating events programmes (D)

Development Opportunities: The post holder will have an agreed and individual Professional Development Programme which will be regularly reviewed and will include but not be exclusive to the following areas.