



JOB DESCRIPTION

Job Title	Commercial Marketing Assistant
Team	Enterprise
Location	Hybrid, with the ability to travel to CCT's office in Northampton at least once per week
Reports to	Head of Enterprise
Salary	£29,000
Duration	Fixed Term Contract – 12 months
Normal Working Hours	Full time – 36 hours per week

Churches Conservation Trust (CCT) is the national charity caring for historic churches at risk. As the operator of the third largest heritage estate in charitable ownership in the UK, our 356 historic churches include examples of irreplaceable architecture, archaeology and art from 1,000 years of English history.

CCT has an international award-winning reputation in heritage conservation and regeneration. All churches in our care are listed, mostly Grade I and II*, and some are Scheduled Ancient Monuments.

Without our care, these buildings might have disappeared entirely. Instead, they are enjoyed as social, tourism, educational and cultural resources, kept open, in use, and living once again in the heart of their communities.

Introduction

This is a fantastic opportunity for a talented marketer with an interest in culture and heritage.

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The organisation is expanding and growing the income it generates, through commercial revenue streams, and is searching for a suitable candidate to help develop and promote these different channels and opportunities.

One of the channels we run is Champing™, an innovative brand extension that generates revenue through overnight stays in some of the UK's most iconic heritage buildings. We also have Filming and Consultancy strands alongside the leasing and licensing of some of our larger sites. The Commercial Marketing Assistant role will cover all these activities, as well as allow scope for further development of additional new opportunities in the future.

Overall job purpose

As part of the wider Enterprise team, our Commercial Marketing Assistant will help devise and deliver marketing campaigns and strategies that will grow audiences and increase revenues across our key commercial income streams. The successful candidate will oversee, coordinate, and manage our commercial marketing channels concentrating on finding and developing new partnerships alongside the Head of Enterprise, marketing and promoting our major sites for partnership working with external organisations.

They will:

1. Assist in the production of marketing collateral and material for the B2B market and the promotion of the Champing brand.
2. Work alongside the Communications team to assist in drafting content and key messages for social media, websites and PR, all of which should adhere to CCT brand guidelines. Handle incoming commercial marketing enquiries as appropriate.
3. Liaise with prospective filming enquiries and work with the local teams to help deliver commercial filming contracts.
4. Build positive working relationships, with internal and external stakeholders, to build on existing opportunities, promote and drive engagement with commercial opportunities.
5. Conduct marketing and audience research, to help support and deliver future revenue growth and gather data to report against KPIs and targets.
6. Support in the delivery and wider administration of commercial operations, working with the Enterprise team and freelancers on the ground. The overarching goal will be to grow CCT's commercial revenues.

Key relationships

The Commercial and Marketing Assistant will work closely with CCT's Head of Enterprise, Communications Manager, Champing™ Co-ordinator, Business Support Officers, Finance Analyst, and Local Community Officers.

Key duties and responsibilities

1. Driving commercial activity to achieve annual revenue targets

Working with the Head of Enterprise and the wider team, the post holder will assist in delivering income growth across the portfolio, working to specific targets. They will:

- With input from colleagues, manage and implement a plan for promoting filming opportunities at CCT. This includes working with external agencies to promote the estate and facilitating partnerships.
- Help to develop and deliver a marketing plan for Champing™ with campaigns that drive engagement, increase audience reach and the number of annual Champing bookings. This includes managing social media channels and drafting and sending out e-newsletters including customer engagement exercises to encourage loyalty.

- Work with the wider team in drafting and sending out press releases and marketing collateral to promote the commercial activities of the organisation.
- Help support the growth of our consultancy work, working with the team in developing and sharing marketing collateral to drive interest and engagement, as well as to promote our offering to relevant commercial audiences.
- Maintain existing, and develop new, commercial and operational partnerships, including implementing basic agreements, promoting franchise business and partnership opportunities, as well as developing new sites and experiences.
- Co-ordinate the marketing of new lease and licensing opportunities, including creating relevant marketing collateral.
- Create high-quality digital content, in co-operation with the Conservation and Communication teams, designed to increase commercial audience engagement and overall commercial success.
- Plan, prioritise and monitor promotional and design spend according to Civil Service rules and demonstrate effective return on investment.
- Establish a strong evaluation framework for marketing and commercial activity, maximising the potential to improve response and retention.

2. Supporting commercial operations across the business

They will:

- Be a point of contact for commercial enquiries via email, telephone and other channels.
- Represent CCT at networking events with relevant stakeholders.
- Monitor costs and ensure that budgets are adhered to.
- Be a point of contact for partner churches and help to manage the onboarding of new commercial sites.
- Support in the administration of the commercial business across the organisation.
- Regularly report to the Head of Enterprise and the wider CCT team on commercial performance.

3. Developing the business internally and externally.

They will work with national and regional teams to foster commercial opportunities and be a focal point for commercial growth. They will:

- Work with the wider team, to identify new commercial opportunities, and help find ways to promote and market these.
- Develop collaborative working relationships with internal teams to support efficiencies and embed commercial practices.
- Network and build mutually beneficial partnerships with relevant third parties, to help support and sustain growth and expand the reach of the business.
- Be aware of wider trends, in relevant sectors, to incorporate these into our growth strategy when appropriate.
- Collect and monitor feedback from customers and use this to evaluate and develop the business as necessary.
- Support Health and Safety procedures and ensure standards are in place and adhered to.

N.B. This job description is not all-encompassing. Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated in consultation with you to reflect appropriate changes.

Additional information:

Health and Safety

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974), and to ensure that agreed safety procedures are carried out to maintain a safe environment for employees, volunteers and visitors. All staff have a responsibility to manage risk within their sphere of responsibility.

All Trust employees are accountable, through the terms and conditions of their employment, and statutory health and safety regulations, and are responsible for reporting incidents, being aware of the risk management strategy and emergency procedures and attendance at training as required.

Data Protection

If you have contact with computerised data systems, you are required to process and/or use information held on a computer in a fair and lawful way. You are also required to hold data only for the specific registered purpose and not to use or disclose it in any way incompatible with such purpose.

Safeguarding

We believe that everyone we come into contact with has the right to be protected from all forms of harm. We want everyone visiting our churches, volunteering with us, or working with us to have a safe and enjoyable experience. We will not tolerate abuse, maltreatment, or exploitation by or to our staff, volunteers, or members of the public. **We also expect our staff to share this commitment.**

Mandatory training (for all roles)

If successful, you will be required to complete mandatory compliance training including but not limited to:

- Equality, Diversity, and Inclusion
- Bullying and Harassment for Employees
- Stress Awareness
- Mental Health Awareness
- Health & Safety Essentials
- Fire Awareness
- DSE Assessment
- GDPR UK Awareness
- Safeguarding Awareness
- Effective Remote Working (if applicable)

Person Specification

The post holder will be a self-starter, with a can-do mentality, able to think and act creatively to develop commercial opportunities for CCT. This person needs to be able to deal with the day-to-day administration of the business, as well as wider growth and development of the business.

Section 1. Essential Criteria

If you cannot provide evidence that you fully meet these criteria, your application will not be put forward for further shortlisting against the other criteria in sections 2 & 3.

	Essential Criteria	How this will be assessed
1	Educated to degree level or equivalent or have experience in a similar role.	A
2	Excellent verbal and written communication skills.	A
3	Experience of creating and posting social media and developing digital content.	A
4	A track record of growing income through developing marketing and sales pipelines.	A

Section 2. Further Essential Criteria

	Further Essential Criteria	How this will be assessed
5	Strong written and oral communication skills; able to present information in an effective way to different audiences.	I
6	Excellent negotiating and influencing skills.	I
7	Knowledge of design, photography and print production.	I
8	Computer literacy and ability to be administratively self-servicing.	I
9	Ability to use own initiative and to work effectively alone and as part of a team.	I
10	Well organised, able to manage own time, prioritise workload and meet deadlines.	I
11	Confident, professional, open approach to dealing with colleagues at all levels internally and externally.	I
12	Willingness to travel to in-person meetings and events on occasion.	I
13	Highly numerate with an ability to analyse, evaluate and report on commercial opportunities.	I

Section 3. Desirable Criteria

	Desirable Criteria	How this will be assessed
14	Attention to detail and presenting work to a consistently high standard.	I
15	Excellent interpersonal skills; able to maintain effective working relationships with people at all levels.	I
16	Experience of undertaking or commissioning and overseeing design work.	A
17	Experience of Adobe InDesign, Illustrator and Photoshop.	A

18	Able to work out of hours on occasion.	I
19	A willingness to travel across England with a current driving licence.	I

Information on assessment methods

Code	Assessment method	This means...
A	Application	You need to provide examples and evidence as to how you meet this criteria in your application.
I	Interview	You will be asked competency-based questions around this criteria at interview.
T	Test	This could be an ability test or group exercise assessing you against the criteria.
P	Presentation	You will be asked to prepare or give a presentation to demonstrate against this criteria.

Selection criteria

The candidates who appear from their application to best meet the person specification criteria will be invited to interview. It is therefore essential that your application gives a full but concise description of the nature, extent, and level of the responsibilities you have held. The shortlisting criteria are detailed under the personal specification. Please ensure that you address each of the areas that are to be assessed in your application. Applications by CV only will not be accepted.

We are an inclusive employer and offer equal opportunities to all regardless of an individual's age, disability, gender identity, marriage or civil partnership status, pregnancy or maternity, race, religion or belief, sex and sexual orientation.

We are not a licenced sponsor at this time. Any offer of employment will be made subject to valid right to work in the UK being provided.

Employee benefits

- Membership of the generous Civil Service Pension scheme
- 27.5 days annual leave provision, rising 30 days after five years' service and 33 days after ten years
- flexible working arrangements
- home working allowance for home-based staff
- life assurance through the Civil Service Pension scheme
- learning and development opportunities
- enhanced parental leave arrangements
- a free and confidential employee assistance programme
- season ticket loans and cycle to work scheme
- subscription allowance to a professional body
- 20% staff discount on Champing™ at CCT sites

How to apply

If you would like to apply for this role, please [visit our recruitment portal](#). You'll be asked to submit a CV and a short supporting statement (max 2 sides A4) outlining how you fulfil the person specification for this post.

Please note direct applications via email cannot be accepted for this role; only applications submitted through our recruitment portal will be considered.

The closing date for receipt of applications is **8am on Monday 15th July 2024**.

Interviews will be held **remotely via Teams**, on **Wednesday 24th July 2024**. Please note that the interview dates and location have been specifically chosen according to the availability of the panel.

We would be delighted to hear from you. If you'd like to talk to us about this role before you apply, please contact Guy Foreman, Head of Enterprise, at gforeman@theccct.org.uk

We are a Disability Confident Committed Employer. Candidates who declare that they have a disability and who meet the essential criteria for the job will be offered an interview.

If you have any queries about this role, or if you have a disability and wish to request a reasonable adjustment at any stage of the recruitment process, please email recruitment@theccct.org.uk

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