



cotesbach
EDUCATIONAL TRUST

Events and Marketing Coordinator

Cotesbach Educational Trust

www.cotesbacheducationaltrust.org.uk

About Us

Cotesbach Educational Trust is a charity established in 2007 set within Cotesbach Estate and the thriving Stable Yard. At its core lies the Marriott archive which documents local and social history over 700 years and consists of roughly 12,000 documents. We draw on this collection to create an educational setting for environment, heritage and arts. We endeavour to use the resources in the archive as well as draw on our surroundings to 'reconnect with place and land to develop skills for the future'. As well as providing opportunities to engage with the archive, we run talks, courses, events and facilitate bookable spaces and catered parties. Our previous speakers have included Satish Kumar and Baroness Shami Chakrabati and recent courses have been centered on nature including foraging, beekeeping, willow weaving and a dawn chorus walk.

About the Role

We are seeking a creative and driven individual to oversee our events and marketing. Events range from public events to private parties and include all aspects of events design and management. Marketing includes the production of promotional materials, updating our social media accounts and website and managing any related contracts such as SEO. This is an exciting opportunity for someone seeking a chance to establish a career in arts production and marketing, grow within the charitable sector and to bring ideas and creativity to the role. We are excited to be expanding our staff team from one to two members of staff, with thanks to the Heritage Fund and we seek people who look forward to growing the organisation. These posts will work closely together, managed by the Chair of Trustees and supported by skilled trustees and volunteers.

This role is for 16-20 hours per week. It is a fixed term 3 year contract. Depending on events, occasional weekends or evenings may be required. Remuneration is £12-£14 per hour depending on experience. Start date is flexible for the right candidate. Interviews will take place w/b 3rd February.

About the Place

Cotesbach Educational Trust is set within Cotesbach Estate, a dynamic place that includes

multiple thriving businesses and residential dwellings. This role is an opportunity to be part of this unique community.

Responsibilities and Duties

1. Coordinate and manage events including public events and private parties, liaising with practitioners, artists etc as required, overseeing everything involved in set up, moving furniture and packing away, ensuring events are fully equipped and run smoothly, and attending events in the majority of cases
2. Market events, the full programme and room hire, online, locally and through contact lists
3. Manage and curate social media content to generate and develop audiences
4. Design marketing material (event flyers and posters, adverts, etc)
5. Manage marketing activities including recruitment and overseeing of contracted work such as SEO, content creation and local circular campaign
6. Collate the quarterly newsletter, manage and hone mailing lists
7. Develop audience through engagement with onsite visitors to Cotesbach as well as more broadly
8. Build relationships with local organisations
9. Manage marketing budget
10. Support programme design alongside trustees
11. Maintain, update and improve the website
12. Undertake any other activities that may be reasonably requested by Trustees from time to time

Person Specification

Essential

- Experience of design and delivery events
- Experience of working with members of the public
- Positive and proactive attitude

- Willingness to work ad hoc hours on site
- Working knowledge of marketing channels and social media
- Excellent written communication and ability to adopt an appropriate tone for our audiences
- Experience of managing a budget
- Experience of maintaining and developing a website

Desirable

- Experience of licensing and contracting
- Experience of successfully marketing events
- Experience of using design software packages including Canva
- Understanding of the cultural and heritage sector and knowledge of networks and building audiences
- Knowledge of search engine optimisation
- Creative and innovative thinker keen to develop a career in the sector
- Passionate about delivering imaginative, high quality events

To apply, please submit a covering letter (1 page) and a CV (2 pages maximum) by Friday 31st January. You are advised to submit your application as soon as possible as we reserve the right to close posts at any time, once we have received sufficient applications. We advise you to submit your application as early as possible to prevent disappointment.

For questions or informal discussion on the role, contact Letty Bennett, Chair of Trustees, via lettynewton@gmail.com.

