

APPLICATION PACK

Senior Communications and Marketing Manager

Job description and person specification

August 2024

Role: Senior Communications and Marketing Manager
0.8 FTE - with 0.6 FTE considered Two-year fixed contract

Line Managed By:	Director of Development
Location:	Hybrid. The Trust's offices are based in the park: Ledrington Road, SE19 2BB
Responsible for:	<p>The Senior Communications and Marketing Manager will join the Trust at an exciting time and be responsible for providing first-class customer service to the local community who use this much loved greenspace for rest, relaxation and exercise as well as the promotion of the park as a unique visitor attraction.</p> <p>The role will support the Trust to expand and diversify our audience and supporter base through creative, targeted and effective marketing of events and programming. It will also support the generation of commercial and philanthropic income, through strategic fundraising campaigns and raising the profile of the park.</p> <p>You will be responsible for the day-to-day management of all channels including digital communications (website, e-newsletter, social media) as well as handling press/ media, print and working with the grounds team on in-park communications.</p>
Salary:	£40,000 per annum, pro-rata
Hours:	24-32 hours per week depending on FTE. Some evening and weekend will be required on occasion (for which TOIL will be available by prior agreement with your Line Manager)
Benefits	25 days annual leave plus statutory holidays, increases by a day each year completed, up to 30 days (Pro-Rata'd). Employer Pension Contribution 5%, EAP service, Flexible working.

With special thanks to the National Lottery Community Fund for its support for this role.

Role summary

This is an exciting opportunity for a creative, dynamic and talented communications professional to join the Trust as our first in-house communications and marketing lead.

The postholder will help spearhead the creation and delivery of the Trust's communications and marketing strategy, working with a supportive, skilled staff team and Board of Trustees.

You will be interested and driven to understand and identify both the Trust's strategic communications objectives and the needs of our priority audiences and stakeholders. You will be able to craft compelling written and visual narratives for use across a wide range of channels to meet these objectives which will include, but are not limited to:

- Providing a high level of customer service to park visitors, users and the surrounding communities;
- Supporting commercial and philanthropic income generation as part of the Trust's remit to deliver a new business model to underpin a sustainable and vibrant future for the park;
- Promoting Trust and third-party led events, activities and programming taking place within the park;
- Promoting the opportunity for local residents to get involved in caring for this unique landscape through a wide-range of volunteer roles; and
- Raising the profile of the park as a home for world-class arts, culture and heritage to reach larger and more diverse audiences.

If you are an ambitious self-starter who wants to work with a passionate team, at the forefront of community-led regeneration, and in a unique cultural and heritage landscape, then look no further.

About Crystal Palace Park Trust

The role offers the opportunity to join a young and growing charity at an exciting point in its evolution, and to help lead on establishing Crystal Palace Park as an exemplar in urban park management, community-led regeneration and culture and heritage programming.

The appointment comes at a pivotal moment: after 25 years of community campaigning, Crystal Palace Park Trust took over custodianship of this unique landscape, on the 15 September 2023, via a 125 year lease from the London Borough of Bromley.

We are now working closely with the London Borough of Bromley and a wide variety of other park and community stakeholders to deliver our mission: to protect, manage and improve Crystal Palace Park as a green, historic, ecological, recreational, sporting, cultural and educational resource in the interests of park users and of the wider community.

The Trust's team will soon consist of 14 staff members organised into three departments: CEO & Corporate functions (Finance, fundraising, communications, HR & office management), Events & Programming and Park Management.

You can read more about the park, the Trust and its work for the Park's community, its heritage, and ecology at: www.crystalpalaceparktrust.org and in the Trust's strategy, '[Connections](#)'.

About Crystal Palace Park

Crystal Palace Park is not your typical park.

At over 200 acres it is far larger than most urban parks. Beloved as a 'back garden' to many people in the surrounding neighbourhoods, it is also of national and international significance due to its design as the grounds to the Victorian architectural masterpiece, The Crystal Palace, following its move from Hyde Park in 1854.

As a result - as well as being home to a wide variety of plants, trees, animals and birds - the park is rich in unique heritage including the 170 year old world-famous Dinosaurs, sphinxes, and Italian Terraces as well as a younger, but no less unique, architect-designed outdoor concert venue.

Today, over one million people visit the park every year; to relax and meet friends and family, take part in sports and physical exercise, enjoy world-class acts during summer festivals, or simply have a moment of peace and enjoyment of nature.

Sadly despite its past grandeur, challenges securing the funding needed to maintain a park of this complexity and scale, have left the park a shadow of its former glory. It is now Grade II* listed and has been on the Heritage at Risk Register since 2009.

However, the park is on the cusp of benefiting from an ambitious park-wide regeneration programme, the next two phases of which will see £17.5m invested into its landscape, infrastructure and heritage assets. The world-famous Dinosaurs and Italian Terraces will be restored, there will be a new Visitor Centre and playground, and south London's very own hidden gem - the Victorian Subway - will be reopened as an events, community and arts space.

At the heart of the park is the Greater London Authority-run, brutalist wonder - the National Sports Centre - which is also subject to its own £200m regeneration programme in the coming years and to which the Trust is a strategic stakeholder.

The capital works will be accompanied by a vibrant heritage engagement programme, complementing the growing reputation of the park as a venue for culture, music, theatre and dance. It is expected that the growing profile of the park will support the Trust's aim to expand and diversify the park's visitor base and increase annual visitor numbers by 35%.

Capital works are due to start on site in early 2025. Thanks to anticipated significant funding from the National Lottery Heritage Fund and the continued support of Historic England among others; a new era is coming.

You can read more about the park's regeneration plan here:

<https://www.crystalpalaceparktrust.org/pages/the-park-regeneration-plan>

Responsibilities

Corporate communications, media and PR (20%)

- Oversee an effective and efficient press and media operation, including developing relationships with a broad range of media contacts
- Deliver corporate communications to increase awareness of the Trust's

work and its impact, including the production of the annual Impact Report

- Work with staff, community groups, volunteers and other stakeholders to identify and tell stories - verbally and visually - that bring to life strategic messages

- Be a key brand guardian, advising colleagues on design and style guidelines as needed
- Ensure strong reputation management through effective crisis communications, when needed

Audience and community insight and development (20%)

- Help develop an Audience Development Plan, provide insights on target audiences through research and consultation
- Use visitor research and monitoring and evaluation insights to support activities across the organisation including marketing, programming and fundraising

Marketing (20%)

- Work with the Events & Programmes team to develop and deliver creative and compelling marketing campaigns
- Work closely with fundraising colleagues on campaigns and special projects
- Work with colleagues to effectively market our venue hire and promote other commercial opportunities such as concessions and filming

Digital communications (20%)

- Ensure effective and impactful day to day management of the Trust's website, social media, mobile platforms and production of the monthly e-newsletter

- Conduct regular analysis of key performance metrics/ analytics, using the learnings to fine tune the communications and marketing strategy
- Contribute to the development and delivery of digital solutions such as online ticketing, membership, donations and e-commerce initiatives

Management & Administration (20%)

- Collaborate with Trust staff and leadership to articulate and deliver the Trust's communications and marketing strategy inc objectives, priority audiences, messaging and performance metrics
- Undertake joint communications planning and delivery with regeneration project partner, the London Borough of Bromley, as well as other project stakeholders such as the National Lottery Heritage Fund, Historic England, capital works contractors, and community stakeholders as needed
- Financial responsibility for the marketing and communications and membership budgets
- Provide regular reports on activity and performance
- Source and manage external staff, agencies and contracts as and when required
- As part of a team, ensure compliance with all applicable laws, regulations and Trust policies.

It is important that the successful applicant is comfortable in a start-up organisation that is evolving and adapting as its remit grows during this exciting phase. It is a requirement of the Trust that all staff work in a flexible manner compatible with their jobs and in line with the objectives the Trust must fulfil. A limited amount of evening and weekend work will be required by arrangement. Time off in lieu will be granted on a one for one basis for overtime worked.

These responsibilities are broad and cover a range of aspects of our work at Crystal Palace Park Trust. The following is an estimate of the balance of the role. It may change at different points during the year and over time but is intended to give a feel for the split of work.

Corporate communications, media and PR	20%
Audience and community insight and development	20%
Marketing	20%
Digital communications	20%
Management & Administration	20%

Person Specification

Experience and Qualifications

- A proven track record of developing and implementing integrated, multichannel, strategic communications, marketing and engagement plans (essential)
- Advanced digital literacy and proficiency in the latest tools and platforms e.g. Content Management Systems, Contact Relationship Management systems, email marketing tools, social media platforms, analytics tools, Microsoft applications and SharePoint (essential)
- Demonstrable experience in supporting commercial and/ or philanthropic income generation through multi-channel communications and marketing campaigns (desirable)
- Experience in working with the arts, heritage, parks and/or non-profit sector (desirable)

Knowledge, skills and abilities

- Excellent written communication skills, with the ability to tailor language and tone for a variety of audiences. Strong editing and sub-editing skills (essential)
- The ability to identify, source and create powerful stories and content that bring to life strategic corporate messages and support effective marketing, tailored for a variety of mediums and communication platforms (essential)
- Excellent organisational, time management and prioritisation skills with the ability to take the initiative and multi-task (essential)
- Impeccable attention to detail (essential)
- Strong interpersonal and verbal communication skills, with a knack for team work, external stakeholder collaboration and public facing engagement/ customer service (essential)
- Strong analytical skills and the ability to interpret data (desirable)
- An understanding of GDPR and communications best practices (desirable)

Values and behaviours

- A strong commitment to championing anti-racism, intersectionality and other forms of diversity, equity and inclusion
- A commitment to continual learning and improvement with a willingness to develop skills as necessary to thrive in the role
- Energetic self-starter able to work individually and as part of a team as needed

How to apply

Please submit the following three documents as separate .pdf files to jobs@crystalpalaceparktrust.org, quoting '**Role: Senior Communications and Marketing Manager 2024**' in the subject line:

1. CV - not to exceed two single-sided pages
2. Covering letter not to exceed two single-sided pages
The covering letter should consist of a statement of personal interest and clearly describe how you meet the person specification outlined above
3. [Equal opportunities form](#)

Applicants who are interested in a brief informal discussion about the role prior to applying can request one by contacting jobs@crystalpalaceparktrust.org.

Crystal Palace Park Trust is committed to being an inclusive employer and workplace and recruiting a workforce that is representative of our local communities.

If there are any adjustments that would help support you in your application, please do let us know when you apply.

Recruitment timetable

Closing date	09:00 Monday 16 September 2024
First round interviews	24 and 25 September 2024
Second-round interviews	2 October 2024
Expected start date	ASAP depending on notice periods