



This version: March 2023

Role Profile: Marketing and Income Generation Lead

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| CONTRACT: | Fixed term, initially 12 months |
| WORKING HOURS: | Full time - 35 hours per week (P/T 30 Hrs per week considered for the right candidate). Some out of hours working, including weekends, may be required occasionally. Flexible working arrangements may be accommodated. |
| SALARY: | Up to £30k per annum (pro rata), dependant on skills and experience. |
| ACCOUNTABLE TO: | Head of Business Development and CEO |
| LOCATION: | Hybrid working. Office in Dorchester, Dorset. Travel across the Jurassic Coast region may be required occasionally. |

About the Jurassic Coast Trust:

The Jurassic Coast Trust is a small independent charity with a big responsibility – to conserve, protect and engage people with England’s only natural World Heritage Site, the Jurassic Coast. We were established in 2003, and took on this management responsibility in 2017 from the local authorities in Dorset and Devon.

Our Mission

To enable everyone to have the best possible experience of the Jurassic Coast, whether they want to learn, enjoy, work or study. We carry out this work around four Aims – to Protect the coast, to Engage people with it, to Deepen understanding of its stories, and to Sustain ourselves as an organisation to enable us to continue our work.

ABOUT US

Our work encompasses everything from inputting on planning applications that will impact the World Heritage Site, to engaging with audiences of all ages and backgrounds, both virtually and in person, inspiring them with the Jurassic Coast’s incredible stories and encouraging them to love and look after it. We also work with fossil collectors, research organisations and museums to enable more of the unique and spectacular fossils from the World Heritage Site to be conserved, researched and put on display.

Our Team

Our staff are based at our office near Dorchester, and also work remotely across the Jurassic Coast depending on the work involved. We also have a brilliant cohort of volunteer Ambassadors who are based across the coast and are critical in helping us deliver our work.

Funding

The Jurassic Coast Trust receives some grant funding from Dorset and Devon County Councils, Natural England and the Environment Agency, with the remainder of our income coming from charitable giving, sale of our publications and merchandise, and grant funding for particular work programmes.

We are differentiated from our two counties' recognised DMOs (Destination Management Organisations) by virtue of our World Heritage perspective – we see the Jurassic Coast as an international asset to treasure, protect and enjoy, and our work stems directly from this point of view. Income generated through our trading company, Jurassic Coast Trust Trading Co, is income used to directly support and grow sustainable tourism along the Jurassic Coast.

Role outline: Marketing and Income Generation Lead

The Marketing and Income Generation Lead is an exciting and critical role in the development of the Trust. We are looking for a real team player who can also work autonomously and flexibly. Someone who thrives in a variety of environments, from coast to corporate. You will network and build relationships with key people and businesses. Ideally, you will have a conservation and commercial mindset to flourish in this role.

The role will include, but not be limited to, the following duties:

- Be main point of contact for new and existing Jurassic Coast Trust partners
- Achieve agreed income targets by identifying prospects and converting to partners
- Manage full partnership process and database
- Help maintain and develop the Jurassic Coast Trust website www.jurassiccoast.org making sure partners are displayed correctly, writing blogs, features etc.
- Regularly send out mail shots to appropriate audience via Mail Chimp
- Assist with events organisation and delivery as directed by Head of Business Development
- Undertake specific project work as directed by Head of Business, such as benchmarking other organisations package offerings for partnership or membership
- PR – have a journalistic instinct to be able to pick up on stories about the Jurassic Coast or our partners that should be shared in a timely manner by appropriate channel(s). Existing press contacts a bonus
- Any other task appropriate to the role at the request of the Head of Business Development, CEO or JCT Team.

Personal development

- Be accountable for own personal development, seeking opportunities to develop new skills and learning
- Participate in appraisals and performance management meetings with line manager, proactively preparing and shaping review of own performance
- With line manager, prepare and implement a personal development plan, pursuing appropriate training and learning activities as part of an agreed plan.
- Contribute to all team development activities.

Person Specification:

| | Essential | Desirable |
|---|-----------|-----------|
| Experience | | |
| Experience with income generation via advertising, sponsorship or alternative. | ✓ | |
| Marketing background | | ✓ |
| Events organisation | | ✓ |
| Experience in the Tourism and/or Heritage sectors | | ✓ |
| Knowledge | | |
| Excellent understanding of partner relationship management | ✓ | |
| Excellent understanding of communications channels | ✓ | |
| Understanding of the Jurassic Coast | | ✓ |
| Skills | | |
| Ability to build quick rapport/relationship via face-to-face, phone, email etc. with people at all levels | ✓ | |
| Excellent written and verbal communication skills, able to relate to a wide range of audiences | ✓ | |
| Working knowledge of Google Workspace | ✓ | |
| Photo Editing – basic knowledge of editing photos | | ✓ |
| Social Media – good understanding of digital platforms and quality content | ✓ | |
| Excellent organisational and time management skills | ✓ | |
| Writing – blogs, press releases etc appropriate to audience | ✓ | |
| Personal Qualities | | |
| An eye for detail and high professional standards | ✓ | |
| Proven track record of exemplary professional conduct | ✓ | |
| Excellent qualifying and negotiation skills | ✓ | |
| Able to work well in a small team and adapt quickly to business needs | ✓ | |
| Ability to maintain high levels of enthusiasm and self-motivation | ✓ | |
| Ability to get things done efficiently, effectively and within a deadline | ✓ | |

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| Personal commitment to the work of the Trust and to the Jurassic Coast | ✓ | |
| High degree of integrity and credibility | ✓ | |
| Extremely well-organised and able to determine and manage priorities | ✓ | |
| Confident and able to work effectively with people at all levels | ✓ | |
| Enjoys working with people | ✓ | |
| Commitment to diversity and inclusion | ✓ | |
| Committed to personal learning and improvement | ✓ | |

For more information or to discuss in confidence, please contact Melanie Campbell:
melanie.campbell@jurassiccoast.org

To apply, submit a one page covering letter outlining why you are suitable for the role and current CV to melanie.campbell@jurassiccoast.org

Closing date: **Midday, Wednesday 19th April 2023**