

Job Description

Job Title:	Part-time Marketing and Events Assistant (Maternity Cover)
Location:	Mid Hants Railway Ltd, Alresford, Hampshire SO24 9JG
Accountable to:	Marketing Manager and Events & Visitor Experience Manager
Relationships;	Education and Interpretation Officer, General Manager, Office Manager, Reservation Manager and volunteers across the railway.
Salary:	£20k (pro rata) dependent on experience
Hours:	Part time post: 30 hours to be worked over five days Monday to Friday. The post will include some weekends and bank holidays for which time off in lieu is given. Core hours of work are 09.00 – 15.00 (negotiable). 20 days paid annual leave (pro rata) plus 8 public holidays. Holidays cannot be taken during Special Events.
Transport:	You will be required to drive to carry out this role and to provide your own car and will be reimbursed for business-related mileage
Employment subject to:	Good references and proof of eligibility to work in the UK. A CRB check maybe required.
Probationary Period:	3 months - during the probation period the contract may be terminated with one week's notice by either party.
Application Address:	Please send your covering letter with CV to: Marketing Manager and Events & Visitor Experience Manager marketing@watercressline.co.uk Mid Hants Railway, Alresford Station, Alresford, Hants SO24 0JG
Application Deadline:	Wednesday 30 th May 2018
Interview Dates:	Wednesday 6 th and Thursday 7 th June 2018
Position Commencement:	Tuesday 24 th July 2018

About the Mid Hants Railway.

The Mid Hants Railway is a ten mile stretch of preserved steam railway, affectionately known as the 'Watercress Line'. The Railway is a voluntary organisation, supported by a core team of paid staff, which aims to preserve, maintain and operate a heritage railway for the enjoyment and education of the general public.

In 2017, over 120,000 people visited the railway, either on standard travel, or one of our numerous special events or dining trains. We have ambitious plans to expand the brand of the Watercress Line, through developing the existing offering and event development as well as how this is marketed to our target audience. Joining at this time will allow the post holder to come on-board this journey from the beginning and play an integral role in its execution.

Job Purpose

This is a fantastic opportunity to become part of a small but dynamic team at an exciting time of growth and development. As Marketing and Events Assistant, you will be part of a busy team based at our Alresford office. You will support the Marketing and Events team in all aspects of their work - everything from contributing ideas to the events programme to supporting all aspects of marketing. This is an exciting and varied role and you will need to have the ability to juggle multiple projects as well as have excellent communication skills, be flexible with a creative flair.

Duties of the role:

Reporting to the Marketing Manager and Events and Visitor Experience Manager and other parties, the successful candidate will assist with a wide range of marketing and events functions, including:

Key Duties	Key Activities
Creation and delivery of marketing campaigns	<ul style="list-style-type: none">• Support with the planning and delivery of both acquisition and retention campaigns, using a broad range of marketing channels both on and offline.• Design and print management of marketing literature (including sourcing print quotes)• Organisation and delivery of advertising artwork• Database management• Creating content for marketing literature (copy and images)
Website Management	<ul style="list-style-type: none">• Website content management including uploading blog posts• Uploading and updating our information and events listings on relevant sites• Assisting with delivery of emarketing strategy including regular eshots & newsletters (using MailChimp)

<p>Social Media Management</p>	<ul style="list-style-type: none"> • Management across all digital platforms including: Trip Advisor, Facebook, Twitter, Instagram and LinkedIn • Creating and scheduling content and monitoring • Proactive in sourcing exciting and interesting content • Responding to messages, comments and reviews • Monitoring our hashtags and mentions • Use of live streaming and Insta stories particularly during events • Monthly social Media reporting
<p>Event delivery and development</p>	<ul style="list-style-type: none"> • Support the Events and VE Manager in all events • Represent the Watercress Line at external events • Creation of event marketing materials and activities • Help organise our Special Events (includes some weekends) and be a client facing figure to ensure a smooth running on the day • Be proactive and creative with ideas in event development • Collate feedback from visitors (through interviews and online surveys) and report on any complaints • Compile and organise all signage and event literature • Help recruit customer facing volunteers • Assist with complaints taken directly or via other sources such as Trip Advisor, social media etc.
<p>Other responsibilities</p>	<ul style="list-style-type: none"> • Charity fundraising requests • Answering the phone and directing calls • General office admin when required • Promotional schemes and competitions • Updating display areas around the Railway • Ensuring leaflets and posters are updated across the railway • Collate and track voucher redemption • Creation of regular newsletters (CommCord) for staff and volunteers

Person Specification

Relevant Experience and requirements

Proactive and creative with experience working in either a marketing or events based role

Proficient in all MS software

Experience working and reporting on digital media, particularly social media platforms

Experience delivering excellent customer service with the ability to communicate articulately and appropriately

Be personable, presentable and confident in engaging with visitors

Experience working with ecomms, including content management systems and preparing and sending eshots

Extremely organised with the ability to work under pressure, use initiative and manage multiple projects

Hold a current driving licence

Experience of working with volunteers (desirable)

The physical stamina and dexterity to help prepare for events

Will be happy to work in a small team with good humour