

MARKETING AND COMMUNICATIONS DIRECTOR

We are seeking to appoint a new trustee with responsibility for marketing and communications to join our board. We would especially like to hear from people with a background in marketing and communications who can plan, develop and implement our marketing strategies, marketing communications and public relations activities. You will work with the board to develop and communicate its message most effectively to increase our profile to support the Trust's aspirations to open a museum at the Bury in Hemel Hempstead.

Responsibilities

- To plan, develop and implement marketing and communications strategies and plans, both external and internal.
- Develop our digital communications channels, including website and social media.
- Develop written content for our publications and press releases.
- Advise the Board of developments in communications and PR tools and techniques.

What we are looking for

Skills & Experience

Essential:

- Excellent communication and presentation skills.
- Knowledge of design and execution of marketing, communications and public relations activities.
- Understand the role of digital in marketing strategy.

Desirable:

- An interest in local history/heritage.
- Ability to think creatively.
- Experience in developing written content.
- Knowledge of market research and audience development.

What difference will you make?

We are now looking for a new trustee with responsibility for marketing and communications to join our established board. We would especially like to hear from people with sound marketing expertise, including social media, to develop and implement an effective marketing and communications strategy.

The Trust holds bi-monthly Board Meetings, and as a trustee you would act with other trustees to achieve vision and direction for the Trust.

What's in it for the volunteer?

You would be joining the Trust at a time of exciting changes, becoming part of a friendly team, and helping to secure the long-term future of our dynamic organisation, raising the profile of Arts and Heritage within the Borough of Dacorum.

Before you apply:

To apply, please submit an expression of interest outlining how you fit the person specification and why you are interested in becoming a trustee for Dacorum Heritage Trust.