



**Nothe Fort's mission is to conserve, share and make accessible the Fort and its collection.**

**We believe everyone should have the opportunity to explore and engage with the stories of our heritage as we develop Nothe Fort into a cultural hub for our community.**

### **Background to Nothe Fort**

Nothe Fort guards the entrance to Weymouth harbour and has been lovingly restored over the years to create a multi award-winning visitor attraction and cultural hub.

Today Nothe Fort is staffed by an army of over 138 local volunteers who are passionate about making a difference to Nothe Fort and to their community. We are proud to have won Visit England Gold as Best Small Visitor Attraction in 2022 and 2024.

Nothe Fort uses its large parade ground to host an exciting and varied cultural programme, from family holiday activities, plays and concerts, town civic events, dog shows and silent discos.

During the next five years Nothe Fort will be implementing a development programme, which will be focusing on upgrading the building, displays and visitor experience. The Events & Marketing Coordinator will play a pivotal role in this journey and make a real difference to Nothe Fort, to our local community, and to Dorset.

### **Application**

Application closing date – Friday 11<sup>th</sup> October at 9am

Tour, presentation and interview at Nothe Fort – Thursday 17<sup>th</sup> October 2024

To apply for the role, please could you email the application form and your CV to [general.manager@nothefort.org.uk](mailto:general.manager@nothefort.org.uk)

If you have any queries, please contact Mary-Anne Edwards via 07770 890786

## Events & Marketing Co-ordinator Role Description

<b>Location</b>	Nothe Fort, Barrack Rd, Weymouth, Dorset, DT4 8UF
<b>Job Purpose</b>	<ul style="list-style-type: none"> <li>• This role will be responsible for the co-ordination of events and marketing at Nothe Fort</li> <li>• The primarily focus of the role is to ensure the smooth delivery of events run both by Nothe Fort and external partners/hirers, an excellent visitor experience and high-quality marketing and customer response.</li> <li>• This role will, at times, be pressured and needs a flexible, quick-thinking and calm approach</li> </ul>
<b>Line manager</b>	General Manager. Working with the Visitor Services team
<b>Hours</b>	<p>Full time 37.5 hours per week</p> <p>Wage range of £23,000 - £28,000 depending on experience</p> <p>The postholder will need to be flexible with regard to working hours.</p> <p>There will be additional weekend and evening requirements to support the events programme. TOIL will be regularly taken to cover additional working hours.</p>
<b>Main responsibilities</b>	
<b>To co-ordinate events</b>	<ul style="list-style-type: none"> <li>- To organise the events programme and manage bookings and the events calendar. This includes family holiday activities every school holiday, weekend family events and one-off events which include dog shows, concerts and silent disco's</li> <li>- To contribute to programme planning, budget planning and grant applications as part of the Nothe Fort</li> <li>- To liaise with a wide range of individuals and groups to develop event partnerships at Nothe Fort</li> <li>- To liaise with staff, volunteers, café manager, hirers and contractors to ensure the event is set-up, staffed and delivered to a high quality</li> <li>- To ensure ticket sales/booking requirements are in place and appropriate for the event and the audience</li> <li>- To issue invoices and ensure records are kept for evaluation and financial control</li> </ul>

	<ul style="list-style-type: none"> <li>- To ensure that all events are safely run; making sure each event has adequate resources, staffing and a risk assessment</li> </ul>
<b>To act as Duty Manager for events and as part of a rota</b>	<ul style="list-style-type: none"> <li>- To act as the responsible person at an event, and during hours of operation as required</li> <li>- To be a key-holder with responsibility for alarms and locking/unlocking the Fort</li> <li>- To ensure risk assessments are carried out for events and that any Health &amp; Safety issues are brought to the attention of managers</li> <li>- To deal with any emergency if it arises</li> <li>- To act as a First Aider or ensure one is available if necessary</li> <li>- To manage volunteers during event and ensure safeguarding protocols are carried out</li> <li>- To liaise with the Café Manager</li> </ul>
<b>To ensure a high standard of customer care is delivered</b>	<ul style="list-style-type: none"> <li>- To work with the Visitor Services Manager to ensure the high standards of customer care are maintained throughout Nothe Fort</li> <li>- To ensure customer enquiries or comments (in person, online, email, or by phone) receive a prompt response</li> <li>- To serve on the tills and information desk as required and check stocks of leaflets, tickets etc are available</li> <li>- To ensure volunteers are briefed about any changes</li> <li>- To ensure a good visitor experience is provided for all and to ensure the highest standards of accessibility</li> <li>- To manage the annual visitor survey</li> </ul>
<b>To co-ordinate the marketing of the venue and programme</b>	<ul style="list-style-type: none"> <li>- To deliver marketing for Nothe Fort via websites, social media, listings, leaflets, posters and print</li> <li>- To oversee on-site marketing and notices of events and ensure appropriate signage and advertising is present in the town</li> <li>- To develop PR campaigns, press releases and advertising</li> <li>- To work with relevant destination and specialist marketing partnerships</li> <li>- To develop the use of mailing lists; monthly newsletters and marketing to schools and specialist groups</li> </ul>

	<ul style="list-style-type: none"> <li>- To ensure accuracy across all communications</li> <li>- To contribute to developments in branding and the Fort storyline</li> <li>- To contribute to the planning and monitoring of the marketing budget</li> </ul>
<b>Other</b>	<ul style="list-style-type: none"> <li>- To support group visits and other audiences</li> <li>- To work with the Font of House Manager to support the administration and staffing of Nothe Fort's wedding programme</li> <li>- To maintain the Nothe Fort calendar – both outward-facing and internal</li> <li>- To undertake any other duties as reasonably required</li> </ul>
<b>Date last reviewed</b>	September 2024

## Events & Marketing Co-ordinator Role Specification

<b>Qualifications</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>- GCSEs (or Equivalent) in Maths and English.</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>- Level 3 (A-Level or equivalent) qualifications or above in Events/Visitor Services Management or other subject relevant to the role</li> <li>- Qualification in customer service, events management, marketing or similar, or equivalent professional experience</li> <li>- First Aid qualification</li> </ul>
<b>Previous experience</b>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>- Demonstrable customer service experience, ideally within a supervisory role</li> <li>- Experience of working with a range of volunteers and an understanding of volunteer management</li> <li>- Experience in planning, delivering and managing a programme of events</li> <li>- Demonstrate working well under pressure</li> <li>- Experience in planning, delivering and managing marketing</li> <li>- Able to use Canva/Adobe for graphic design</li> <li>- Able to use Microsoft Suite</li> <li>- Experience with Mailchimp or other e-news packages</li> <li>- A good knowledge of and enthusiasm for social media, especially Instagram, Facebook, Twitter and Tik Tok</li> <li>- Experience in event health &amp; safety</li> <li>- Proven ability to agree and work within budget</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>- Previous experience in working with heritage properties, leisure or visitor attractions or in the charity or volunteer sector</li> <li>- Content creation for social media platforms</li> </ul>