



Membership & Marketing Officer

Salary: circa £29k depending upon experience

Duration: 2 years fixed term (Initially project funded with potential to extend)

Location: Poole's Cavern Buxton, Derbyshire (Hybrid working)

Hours: 37.5 **Responsible to:** Chief Executive



Recruitment Pack



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About Us

Who we are

Buxton Civic Association (BCA) is the leading environmental charity campaigning and working for the conservation and enhancement of the human and natural environment and heritage of Buxton. We are also a Limited Company. We were established in 1967 and are a dynamic and forward looking organisation, always looking to get better at what we do.

We are unusual as a Civic Association / Trust in that we own and manage the most successful paying visitor attraction in the town; Poole's Cavern, alongside 10 woodlands totaling c. 200 acres including Buxton Country Park.

BCA is a voice for wildlife, heritage and the environment in Buxton. We responsibly manage natural and human heritage sites public benefit. We actively campaign, persuade, promote and educate. BCA cares about Buxton.

Our values

We value...

...the environment; natural and built.

...the people of Buxton and beyond.

...the benefit of bringing the two together.

Our purpose

To promote the preservation of the historical and environmental heritage of Buxton for the public benefit.

Our characteristics

- We're do-ers; we are defined by our actions.
- We're active; we persuade, promote, encourage, campaign, and educate.
- We're responsible; we conserve, manage, maintain; we're sustainable.
- We work openly, collaboratively, and in partnership.

Equity, Diversity and Inclusion

Buxton Civic Association is committed to encouraging equality, diversity and inclusion among our workforce, and eliminating unlawful discrimination.

The aim is for our workforce to be truly representative of all sections of society and our customers, and for each employee to feel respected and able to give their best.

Buxton Civic Association is also committed against unlawful discrimination of customers or the public. We want to ensure that the greatest number of people can benefit from and enjoy the activities we run and the facilities we manage for the community.

Our members are a vital part of our organisation. We are committed to ensuring that all members of Buxton Civic Association are able to fully take part in the activities of the organisation. We seek to ensure that our members are representative of the people of Buxton and district as a whole.



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Equality Monitoring

In accordance with our equality statement, we will provide equal opportunities to all employees and job applicants and will not discriminate either directly or indirectly on the grounds of race, colour, ethnic origin, nationality, national origin, sex, marital status, disability, sexual orientation, religion or age.

To enable us to ensure compliance with our policy statement, a system of monitoring has been set up. We have only asked for your name so that monitoring can take place both at the shortlisting for interview stage and at the appointment stage. Once an appointment has been made the data given on this form will be stored electronically in an anonymous format and the form will then be destroyed.

You may, of course, decide not to answer one or any of these questions but if you do respond all information provided will be treated in confidence and will be used solely to provide statistics for equal opportunities monitoring. The monitoring form does not form part of your application and will therefore be detached from it on receipt and stored separately. You can always mail this form separately if you wish.

Thank you for your assistance in completing this form, which should be included with your application, and sent in confidence to dave.green@buxtoncivicasociation.org.uk

Name:	
Position applied for:	

Gender/Gender Identity

<input type="checkbox"/> Male	<input type="checkbox"/> Female	<input type="checkbox"/> Non-binary	<input type="checkbox"/> Prefer not to say
If you identify as transsexual, transgender (in that you have effected a permanent change of gender identity) or as intersex, which group do you identify with?			
<input type="checkbox"/> Transsexual	<input type="checkbox"/> Transgender	<input type="checkbox"/> Intersex	

Marital Status

Are you married or in a civil partnership?	<input type="checkbox"/> Yes <input type="checkbox"/> No
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<input type="checkbox"/> Prefer not to say
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Age

<input type="checkbox"/> Under 18	<input type="checkbox"/> 30 – 39	<input type="checkbox"/> 50 – 59	<input type="checkbox"/> Over 65
<input type="checkbox"/> 18 - 29	<input type="checkbox"/> 40 - 49	<input type="checkbox"/> 60 - 65	<input type="checkbox"/> Prefer not to say

Race, Nationality, Ethnic Origin

White	<input type="checkbox"/> English <input type="checkbox"/> Scottish <input type="checkbox"/> Welsh <input type="checkbox"/> Northern Irish <input type="checkbox"/> Irish <input type="checkbox"/> Gypsy or Irish Traveller <input type="checkbox"/> British <input type="checkbox"/> Other (please state):
Mixed/Multiple Ethnic Groups	<input type="checkbox"/> White & Black Caribbean <input type="checkbox"/> White & Black African <input type="checkbox"/> White & Asian <input type="checkbox"/> Other (please state):
Asian or Asian British	<input type="checkbox"/> Indian <input type="checkbox"/> Pakistani <input type="checkbox"/> Bangladeshi <input type="checkbox"/> Chinese <input type="checkbox"/> Other (please state):
Black or Black British	<input type="checkbox"/> Caribbean <input type="checkbox"/> African <input type="checkbox"/> Other (please state):
Other Ethnic Group	<input type="checkbox"/> Arab <input type="checkbox"/> Other (please state):
<input type="checkbox"/> Prefer not to say	

Religion

<input type="checkbox"/> No religion	<input type="checkbox"/> Buddhist	<input type="checkbox"/> Christian	<input type="checkbox"/> Hindu
<input type="checkbox"/> Jewish	<input type="checkbox"/> Muslim	<input type="checkbox"/> Sikh	<input type="checkbox"/> Prefer not to say
<input type="checkbox"/> Other (please state):			

Disability or Health Condition

Do you consider yourself to have a disability or health condition?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Prefer not to say
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This information is used for monitoring purposes only. If you believe you may need any reasonable adjustment to be made in the recruitment process or as part of your employment, please discuss this with the recruiting manager.

Sexual Orientation

<input type="checkbox"/> Heterosexual	<input type="checkbox"/> Gay Man / Homosexual
<input type="checkbox"/> Gay Woman / Lesbian	<input type="checkbox"/> Bisexual
<input type="checkbox"/> Other (please state):	<input type="checkbox"/> Prefer not to say

Declaration

For the purposes of compliance with the Data Protection Act 2018, I hereby confirm that by completing this form I give my consent to the company processing data supplied on this form for equal opportunities monitoring.

Signature:	
Date:	





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Job description

Job title: Membership and Marketing Officer

Numbers and grades of any staff managed by the post holder: The post-holder will have no direct line-management responsibility, but may be required to lead junior staff and/or volunteers in certain tasks from time to time. We envisage they actively encourage the support of volunteers in their work to achieve BCA's goals.

Post holder's immediate supervisor: Business Development Manager

Hours: 37.5 Hours (Full time). Paid 7 hours 30 minutes per day.

Hours of work: This post offers some flexibility with working hours. A standard day would be 9.00 – 5.00 with an unpaid lunchbreak of 30 minutes. Working patterns may include some weekends and evenings according to workload and community engagement opportunities, which are core to the success of the role.

Whilst the post is advertised as full-time, BCA are open to the idea of a part-time role, subject to individual experience and personal circumstances.

Place of work: Hybrid – Poole's Cavern with opportunities for home working.

Salary: c£29k depending upon experience

Terms of appointment: This position is financially supported by the National Lottery Heritage Fund, and will be offered on a fixed term appointment of two years.

1 Job purpose

The Marketing and Membership Manager will take the day to day lead in further developing digital and paper-based resources promoting Buxton Civic Association, Poole's Cavern and Buxton Country Park, our nine historic woodlands, alongside working to develop and market our membership scheme.

The post-holder will also support the provision and development of member and visitor events to drive income generation and engagement opportunities, whilst supporting networking with other venues and stakeholders. A hand-on approach to driving and administering membership sales will be required, with the post-holder recognising the

opportunity to build processes and ways of working and achieve success, working closely with colleagues and volunteers. The overall objectives being to significantly boost our numbers of members (currently c750) and the numbers of visitors to Poole's Cavern (c49,000) and using our woodlands.

2 Principal duties and responsibilities

- Lead on the development, modernisation and evaluation of our membership programme, working closely with relevant colleagues and trustees to agree targets and ensure the scheme is commercially effective, yet sensitive to the charities wider objectives
- Support the development of membership and public events and initiatives, driving recruitment and retention of BCA members and tourist visits
- Champion the use of BCA brand guidelines and the creation of a new identity for Poole's Cavern
- Manage the marketing budget, drawing up a marketing plan with identified target audiences. This should promote visitor and membership activity and recognise best-value use of resources
- Create copy, content and materials that inspire visits to BCA's portfolio and commitment to BCA's causes
- Manage and develop the organisations website(s) and social-media, including overseeing and managing the replacement of existing websites working with colleagues and a web consultant (to be appointed) to ensure they are eye-catching, up to date, and user-friendly, as well as on message
- Support income generation via fundraising initiatives including bids for grant aid
- Develop links with local, regional and national organisations and stakeholders that will help drive visits and support of BCA's objectives
- Represent BCA at relevant forums and conferences, acting as an ambassador and advocate for the organisation

Generic:

- Take personal responsibility and a pro-active approach for own career, skills and knowledge development.
- The role will be required to assist in the event of emergency evacuations and salvage, including visitors, colleagues and our heritage collections
- Any other duties considered to be appropriate to the grade of pay

Person specification

Job title: Membership & Marketing Officer

Areas of responsibility/ requirements	Requirements	Measurement				
		P	A	T	I	D
Qualifications & Knowledge	<p><i>Essential:</i></p> <ul style="list-style-type: none"> There are no essential qualifications for this position. All staff are however expected to have a strong command of the English language and be numerate. Strong knowledge of marketing visitor attractions and/or membership organisations, including paper based and digital promotion, including websites 		X		X	
	<p><i>Desirable:</i></p> <ul style="list-style-type: none"> CIM Certificate or relevant short courses Knowledge of evaluation of projects Knowledge of working with external project funding 		X X X			
Skills	<p><i>Essential:</i></p> <ul style="list-style-type: none"> Ability to work comfortably with a wide range of people and adopt an inclusive approach to working and creating teams A commitment to data protection, safeguarding and confidentiality Proficient written and verbal communication skills with strong attention to detail IT literate with knowledge of Microsoft Office, web and publishing programmes 		X X		X X X	

	<ul style="list-style-type: none"> • Time management skills, with the ability to prioritise and recognise value and use of resources • Budget and resource management <p>Desirable:</p> <ul style="list-style-type: none"> • Skills beneficial to working in woodlands, caves, or with heritage research and promotion • Web design and management • Graphic design and scripting principles 		X		X	
Experience	<p><i>Essential:</i></p> <ul style="list-style-type: none"> • Experience of marketing at ‘decision-maker’ level, with control of budgets and copy sign-off • Experience of writing copy and producing eye-catching branded print for an organisation • Experience of maintaining and developing websites and social media platforms • Experience of producing events <p><i>Desirable:</i></p> <ul style="list-style-type: none"> • Experience of marketing within heritage and/or nature conservation • Experience of working within a membership organization, driving sales and shaping the membership offer • Experience of fundraising or working on a grant-aided project • Experience of graphic design and working with external design consultants, from briefing to contract and implementation 		X		X	
Personal Attributes	<p><i>Essential:</i></p> <ul style="list-style-type: none"> • Knowledge and commitment to providing equal access of opportunities for all • Confident in presenting ideas and instigating activities, taking a target-driven, proactive approach through to delivery • The ability to be a professional and confident representative of BCA • Willingness to work inside and outdoors and take a hands-on approach to working within our portfolio of assets alongside other staff and volunteers 		X		X	

	<ul style="list-style-type: none"> • Ability to work as part of a team, including some weekends and occasional evenings • Interest in heritage and nature conservation 				X	
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P: Pre-application	A: Application	T: Test	I: Interview	D: Documentary evidence
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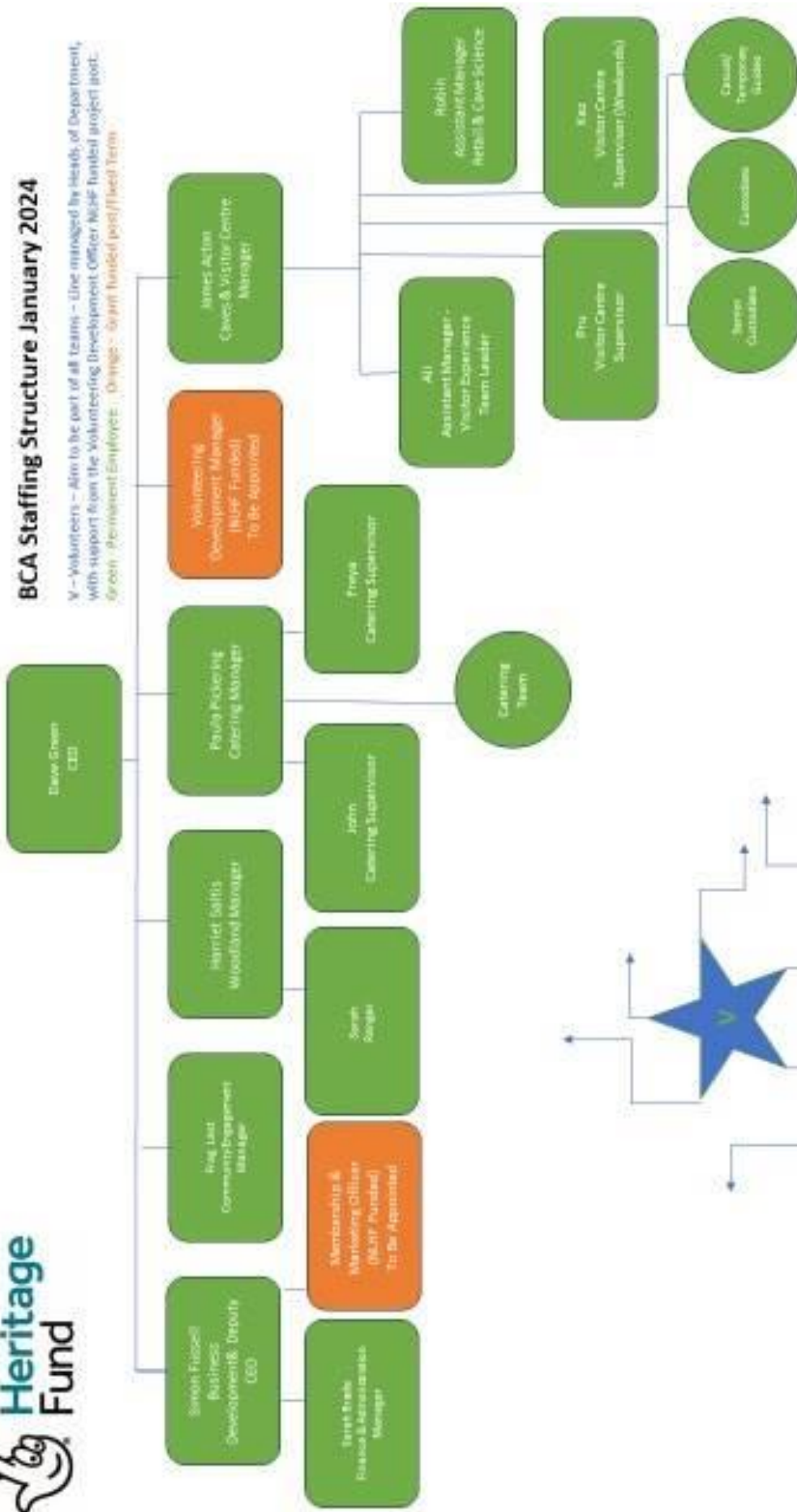


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A Company registered in England & Wales. Company No.944439. Registered office as above. Registered Charity No. 258163

BCA Staffing Structure January 2024

X – Volunteers – Aim to be part of all teams – Line managed by Heads of Department, with support from the Volunteering Development Officer (NCFE funded project slot).
 Green – Permanent Employee. Orange – Grant funded post/fixed term.



How to apply

Thank you for your interest, and taking the time to find out more about BCA and our work.

Please send your CV and a covering letter portraying your relevant experience and how you meet the person specification to David Green, Chief Executive, via dave.green@buxtoncivicasociation.org.uk
Please also include the equality monitoring form and include in your application letter where you saw the role advertised.

Recruitment timetable

Applications close at 5pm on 28 January 2024.

Proposed interview date 13 February 2024.

Interviews will be in the format of a panel interview, presentation, and tour of the site, giving you an opportunity to meet members of our team, including trustees and staff.

Appointment will be subject to two satisfactory references, one of which should be your current or most recent employer.

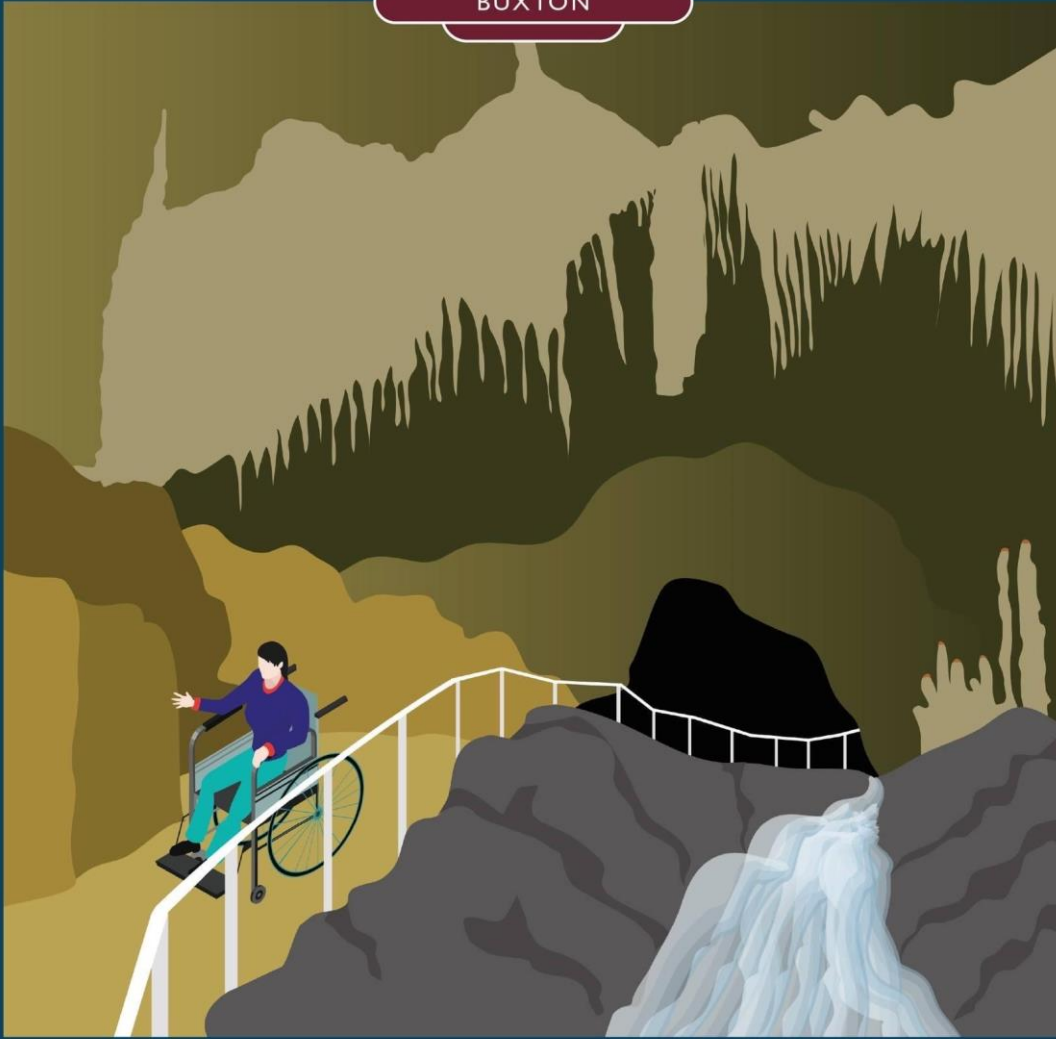
Queries

Should you have any queries at the pre-application stage, please contact David Green, Chief Executive, who will be happy to arrange a time to speak.



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BUXTON



POOLE'S CAVERN



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& BUXTON COUNTRY PARK



Made possible with

**Heritage
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