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Job Description

Position: Social Enterprise Marketing and Tourism Officer

Post Reference No: RMLT000037

Grade: 4:5

Responsible to: Principal

Location: The Glasshouse College site, Stourbridge

Hours: 8 hours per week
Initial contract will be up to 31 July 2019
Flexible five day working pattern
1 in 4 Saturdays
Working pattern will include some Bank Holiday working when required

Job Purpose

- To work collaboratively with Glasshouse College staff and students in helping develop the work experience opportunities for Glasshouse College students.
- To actively promote and market the Glasshouse Heritage Centre (WCVC), Ruskin Glass Centre and the Glasshouse Arts Centre.

Corporate Contribution

The post-holder will be expected to contribute as required and uphold the aims, objectives and commitments of Ruskin Mill Land Trust.

The post holder is expected to support the further development and success of the WCVC, Glasshouse Arts Centre and Ruskin Glass Centre and liaising with other visitor attractions in the area.

Main Duties

1. To work in conjunction with the Heritage Outreach Manager to effectively promote and market the WCVC, Glasshouse Arts Centre and Ruskin Glass Centre and ensure external awareness of the facilities available.
2. Maximise opportunities for community engagement identifying groups and individuals who previously had no knowledge of WCVC, Ruskin Glass Centre and Glasshouse Arts centre, and identifying ways in which to increase social enterprise footfall.
3. Establish key contacts within the local area to maximise marketing activity for the WCVC, Ruskin Glass Centre and Glasshouse Arts Centre.

4. To identify opportunities for work experience for College students within the Social Enterprises based on the Glasshouse College site.
5. To liaise with outside organisations and the wider community to increase awareness of the Webb Corbett Visitor Centre, Ruskin Glass Centre and Glasshouse Arts Centre.

General

1. To share the Trust's commitment for promoting and safeguarding the welfare of students.
2. To be responsible for promoting and safeguarding the welfare of students, children and vulnerable adults that you come into contact with.
3. To carry out the above duties in accordance with the Trust's Health and Safety Policy.
4. To actively support and promote equality and diversity throughout the Trust.
5. To work co-operatively with other staff within the Trust.
6. To work with students as and when required.
7. To comply with all the policies and procedures of the Trust as contained in the booklet entitled "Ruskin Mill Trust - Student Protection Policies".
8. To maintain exemplary standards of professionalism, honesty and respect at all times, and not abuse the privilege of access to confidential information.
9. To be responsible for the care and development for your working area.
10. To attend meetings and supervision as required.
11. To deliver training or development opportunities as required.
12. To maintain a 'duty of candour' and to be open and honest at all times, ensuring that concerns are raised promptly through the appropriate management routes.
13. To undertake training and development as required by the Trust and the Hiram Education and Research Team. To be committed to professional self-development, through participation in-service training as necessary for the successful carrying out the role.
14. To undertake work related continued professional development (CPD) as required by the post.
15. May, from time to time be required to work additional hours as shall be reasonably necessary to discharge properly your duties and responsibilities outlined in this job description.
16. To undertake any other duties appropriate to this level of post which will evolve as the job progresses until the job description is reviewed.

Staff Management and Supervision

This post has no direct staff responsibility but may be required to supervise staff as appropriate.

Liaison

To liaise with all staff employed by the Trust, professional bodies, external consultants, and any outside bodies as and when required.

Job Revision

This job description should be regarded as a guide to the duties required and is not definitive or restrictive in any way. The duties of the post may be varied from time to time in response to changing circumstances. This job description does not form part of the contract of employment. Where the post holder is disabled or becomes disabled every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job. If, however, a certain task proves to be unachievable job redesign will be given full consideration.

Person Specification / Training and Development Requirements

Position: Social Enterprise Marketing and Tourism Officer

The following are the criteria that will be used for Shortlisting

Experience, Knowledge and Skills:

- Be able to work additional hours to include Saturdays and Bank Holidays when required
- Experience of working in marketing
- Computer Literate in Microsoft Office applications, especially Word and Excel.
- Experience of using social media
- Good interpersonal skills
- Well organised
- Good eye for detail
- Adaptable
- Shows Initiative

Once appointed, the post-holder must complete the following trainings and qualifications within the timescales set

Training or Qualification	Name	Timescales for completion	Length of programme
Qualifications / Training	Induction	Within first month of commencing role	2 weeks plus additional follow up
	Management of Actual and Potential Aggression	At first available opportunity	1 day
	PREVENT training	Within 1 week of commencing role	Online - about 1 hour
	Safeguarding - Internal Policies and Procedures	Within 3 months of commencing role	2 hours
	Equality and Diversity	Within 3 months of commencing role	2 hours