



MARKETING COORDINATOR

The Royal Norfolk Agricultural Association (RNAA) is seeking to appoint an exceptional person to support the day-to-day marketing operations and communications of the Association. This will involve working closely with our management team to develop marketing strategies and plans to support our charitable objectives as well as our commercial plans, generating 3rd party rental and optimum utilization of the Norfolk Showground.

You will be responsible for scheduling, planning and the delivery of all communications (digital and print) to our membership, and other key stakeholders. You will provide design capability for in-house design work, maintaining current content on the website and using social media platforms for communication with our supporters and potential visitors. Administrative responsibilities will include supporting the staff in the preparation of literature, tickets and other documents and ad hoc tasks as required for all RNAA-led events, including the Royal Norfolk Show.

This role requires a flexible individual who can bring a variety of marketing and administrative skills to support the RNAA. There may also be opportunities to take on project responsibilities from time to time, including in the short term, redevelopment of our websites.

The role is based at Norfolk Showground.

Responsibilities

We are looking for a highly capable and driven individual who will support the Managing Director and the management team in all areas of marketing strategy, planning and development.

S/he will have the following responsibilities:

- Ensure the key message and identity of the RNAA and its associated events is communicated to stakeholders, the general public and members in a true, relevant and engaging manner.
- Establish the marketing plans and activities of the RNAA and its associated events and trusts
- Work closely with the third-party providers of Marketing and PR to coordinate the marketing efforts of the RNAA

About us

The RNAA is one of the leading agricultural associations in the UK and exists to promote and support food, farming and countryside. With a vibrant and supportive membership it is best known for the Royal Norfolk Show and many other industry related events and activities. Norfolk Showground Limited is our trading subsidiary and manages the RNAA's estate, Norfolk Showground, as a successful events venue.

About you

You will need to be confident to work independently and on your own initiative, working flexibly to support the needs of our small team. You will relish the design and creative process to ensure each of our events and work streams are showcased effectively to existing and potential visitors, driving increased engagement with our brand. You will be motivated by delivering a first-class service and take pride in your work.

How to Apply

To apply, please do so in writing, outlining why you feel you might be suitable for this role, including:

- an up-to-date CV
- a covering letter explaining why you are interested in this role, how your strengths and experience make you suitable for it and what you feel you could bring to the RNAA
- an indication of your current salary package and your expectation for this position

Closing date for applications: No later than 5pm on Wednesday 28th April 2021

Shortlisted candidates will be invited to interview, in person, on Tuesday 4th May 2021

Applications by email to mark.nicholas@rnaa.org.uk

or by post, marked for the confidential attention of:

Mark Nicholas
Managing Director
Royal Norfolk Agricultural Association
Norfolk Showground
Costessey
Norwich
Norfolk
NR5 0TT

The Royal Norfolk Agricultural Association is an equal opportunities employer.

NO AGENCIES.

MARKETING COORDINATOR

Job	Marketing and Communication Coordinator
Reports to	Managing Director
Purpose	<ul style="list-style-type: none"> • Ensure the key message and identity of the RNAA and its associated events is communicated to stakeholders, the general public and members in a true, relevant and engaging manner. • Work closely with our Charitable Outputs Manager and Head of Sales and Enterprise to evaluate and establish the marketing plans and activities of the RNAA and its associated events and trusts (Royal Norfolk Show, Norfolk Spring Fling, Norfolk Skills and Careers, HarFest, Norfolk Christmas Fayre and Food and Farming Discovery Trust) • Utilise the website and social media platforms of the organisation to communicate effective messaging and up-to-date content • Oversee the production, creation and distribution of print and digital media • Work closely with the third party providers of Marketing and PR to coordinate the marketing efforts of the RNAA
Duties and Responsibilities	<p>Marketing Strategies and Plans</p> <ul style="list-style-type: none"> • Establish key messages, objectives and customer bases to ensure consistency of marketing and communications from the RNAA; • Develop marketing plans for events and campaigns in line with strategies; • Utilise information and data derived from marketing activities such as direct mailing, website analytics and social media insights to inform best practice. <p>Content</p> <ul style="list-style-type: none"> • Establish marketing content in line with the key messages and objectives of the Association; • Work with external parties including media outlets and creative design agencies to ensure consistency of content. <p>Digital (website and social media)</p> <ul style="list-style-type: none"> • Utilise the full scope of digital media to effectively communicate with stakeholders; • Prepare direct e-mailings for distribution to customer bases. <p>Print</p> <ul style="list-style-type: none"> • Prepare brochures, schedules, programmes and other literature. • Design in-house publications and other promotional material. • Work with RNAA staff to develop marketing materials for the organisation • Produce adverts where required • Collate, review and distribute through the organisation’s media channels, printed collateral and to other partners. <p>Public Relations</p> <ul style="list-style-type: none"> • Working with third party agencies, support the Managing Director in the timely engagement with journalists to ensure appropriate and timely newspaper, radio and TV (and online) coverage as required. <p>Other</p> <ul style="list-style-type: none"> • Promote sales of RNAA merchandise. • Administer staff communications are consistent with the brand, including using Outlook Signature Manager and business cards • Organise printing requirements for signage and banners. • Supervise and coordinate special projects where required

Skills	<ul style="list-style-type: none"> • Ability to work independently with limited supervision. • Ability to seize the initiative and exploit opportunity. • Excellent communication skills; verbal and written. • Outstanding ability to engage with clients and customers at all levels and deal with situations calmly and effectively. • Excellent administration skills and high levels of organisation. • Sound working knowledge of Microsoft Office packages. • Experience in working with Photoshop and In Design. • Competent in working with all forms of social and digital media • A truly flexible approach to work
Scope	Part-time role - 3 days per week increasing as necessary in the run-up to the Royal Norfolk Show (up to full time), plus project opportunities (Grant Supported)

Person specification

Key Competencies	Essential	Desirable
Qualifications	Maths and English at GCSE.	Diploma/degree standard: Marketing
		Professional Qualification: Chartered Institute of Marketing (or similar)
Experience & Knowledge	Experience of developing and implementing marketing plans	Experience of developing marketing strategy
	Experience of use of social media / digital media platforms	Experience working with charities
	Experience is creative / graphic design	Experience working at / with agricultural shows / fairs and other major outdoor events.
	IT competency including Microsoft Office 365 and tools is essential.	
Abilities & Skills	Ability to work independently with limited supervision	Able to act as an ambassador for the RNAA and work with a wide and diverse range of stakeholders.
	Ability to use initiative and creativity	
	Excellent communication skills.	
	Client / Customer engagement skills	
	Excellent verbal and written communication skills. Ability to manage relationships with tact and diplomacy.	
	Shows integrity, professionalism and empathy with the mission and ethos of the RNAA.	
	Awareness of Equal Opportunities.	
	Willingness to undertake training and development as required.	
Other	A natural ability to work flexibly in a small team, adapting to changing needs and priorities – a genuine team player	

