



## **MARKETING & MEMBERSHIP EXECUTIVE**

We have a fabulous opportunity to join The Royal Norfolk Agricultural Association (RNAA) for an exceptional person to support the day-to-day marketing operations of the Association and Membership administration. This will involve working closely with our management team to develop marketing strategies and plans to support our charitable objectives and membership activities as well as our commercial plans, generating 3<sup>rd</sup> 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. You will also provide administrative support to the team 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. You will also maintain membership records and lead on communication with our members.

This role requires a flexible individual who can bring a variety of marketing and administrative skills to support the RNAA.

The role is 35 hours per week and is based at Norfolk Showground.

### **Responsibilities**

You will work with the Managing Director and our small management team in all areas of marketing strategy and delivery and the coordination and management of our membership programme.

You will have the following responsibilities:

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

### **About you**

We are looking for a highly capable and driven individual. 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.

### **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.

## **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 Fri 17 September 2021.**

**Shortlisted candidates will be invited to interview, in person, in late September 2021.**

Applications by email to [julie@julierainford.co.uk](mailto:julie@julierainford.co.uk)

The Royal Norfolk Agricultural Association is an equal opportunities employer.

**NO AGENCIES.**

## **JOB DESCRIPTION: MARKETING & MEMBERSHIP EXECUTIVE**

**Reports to: Managing Director**

### **Job Purpose:**

- Ensure the key message and identity of the RNAA and its associated events is communicated to stakeholders, the general public and members in a creative, relevant and engaging manner.
- Work closely with our Charity Manager and Commercial Development Manager 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 Festival, 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.
- Administer the Membership body.

### **Duties and Responsibilities:**

#### Marketing Strategies and Plans

- 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;

#### Content

- 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.

#### Digital (website and social media)

- Utilise the full scope of digital media to effectively communicate with stakeholders;
- Prepare direct e-mailings for distribution to customer/member bases.

#### Print

- Prepare brochures, schedules, programmes and other literature.
- Collate, review and distribute through the organisation's media channels, printed collateral and to other partners.

#### Public Relations

- 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.

#### Members

- Maintain the database of members information.
- Manage the members – communications/renewals/ticket allocations.
- Support the delivery of membership events and activities.

**Person specification:**

- Qualification:** Maths and English to GCSE standard and A level standard education  
Diploma / degree standard qualification in Marketing (preferable)  
Professional qualification - CIM or similar (preferable)
- Experience:** Developing and implementing marketing plans  
Use of all forms of social media and digital marketing  
Creative / graphic design  
Developing marketing strategy (preferable)  
Working with charities (preferable)  
Working at / with agricultural shows / fairs and other major outdoor events (preferable)
- Skills:** 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.  
Ability to manage relationships with tact and diplomacy.  
Excellent administration skills and high levels of organisation.  
Sound working knowledge of Microsoft Office 365 packages, Teams etc  
Database management  
Experience in working with Photoshop and In Design.  
Competent in working with all forms of social and digital media.  
A natural ability to work flexibly in a small team, adapting to changing needs and priorities – a genuine team player
- Additional Skills:** Shows integrity, professionalism and empathy with the mission of the RNAA.  
Able to act as an ambassador for the RNAA and work with a wide and diverse range of stakeholders (desirable)  
Willingness to undertake training and development as required.  
Awareness of Equal Opportunities.