

South West Fed Role description – Communications and Marketing Secretary



Main tasks and responsibilities

1. Responsible for the development and delivery of the SW Federation's Communication and Marketing Strategy and its corresponding plan.
2. Ensures (through their own activity, or through delegation to volunteer individuals or sub committees) that the Federation is developing and using appropriate communication and marketing channels that respond to member and potential members' needs
3. To provide excellent stewardship for members by undertaking communications tasks such as encouraging renewals, running campaigns, responding to and obtaining feedback, and ensuring members are happy with their member benefits
4. To collaborate with the Board on creating, updating, and reviewing strategies to develop and deliver a high-quality membership offer, and to increase membership
5. To work with Creative Programme Officers on ensuring members are heard 'on the ground' and to help identify opportunities for the officers to promote membership on a local level
6. To provide feedback and recommendations on membership processing and customer support systems and report back to the Board
7. To attend Board meetings and play an active part in the discussions and activities of the South West Fed.

Please also refer to the separate "Generic Role Description" document as regards the Charity's mission, governance and general trustee/director expectations and duties.

Skills, experience and outlook required

1. Experience of communications and marketing, with knowledge of fundraising would be desirable. It is not essential to have worked in the sector
2. An understanding of what makes for good, successful communications and marketing
3. An understanding of how marketing can increase income
4. Experienced website and social media user – some technical know-how an advantage, though not essential
5. Team player, able to lead and inspire others and delegate as appropriate
6. A commitment to the SW Federation of Museums & Art Galleries and a passion for museums

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