



## **Woodbrooke Quaker Study Centre Job Description**

### **Marketing and Sales Manager**

**Accountable to:** Head of Centre Development

**Responsibilities:**

Develop and maintain marketing activity in order to reach or exceed financial income goals as detailed in the budget, ensuring a balance of focus between the education work, the conference and the visitor business.

#### **Strategic development/management**

- Develop marketing and publicity strategies for all areas of Woodbrooke's business
- Advise management team/trustees/committees on marketing and related issues, including production of appropriate sales and marketing reports.
- Manage the publicity/marketing budget.
- Line manage both the Marketing Assistant and the Conference Co-ordinators.

#### **Marketing/Business development**

- Champion new marketing initiatives in partnership (where appropriate) with other bodies. Use PR skills to work with the media.
- Manage appropriate marketing activity to promote Woodbrooke's educational work, including short in-house courses, off site courses and the post graduate programme.
- Promote non-educational income-generating business.

- From time to time project manage large promotional events for Woodbrooke.
- Assist with donor development and fundraising activities.

### **Publicity**

- Create effective and appropriate publicity, both paper and web based, for all aspects of Woodbrooke's work, through both in-house design and management of external publishing processes.
- Monitor the production and standards of all publicity materials.
- Manage the website and develop further online marketing strategies.

### **Sales**

- Enhance the sales focus within the marketing department to ensure continued growth of conference business and Quaker education income.
- Liaise with colleagues to identify the most appropriate and saleable elements of Woodbrooke's activities, as well as product development.
- Source products for the retail area and managing stock.

### **Publications**

- Manage the production of occasional publications.