



## Job Description

<b>Role Description:</b>	Marketing Officer (P/T).
<b>Location:</b>	Stow Maries Great War Aerodrome/Hybrid. At least two days on site per week during probationary period.
<b>Nature of Contract:</b>	3 days per week /1092 hours per annum (0.6 FTE). Fixed Term, 2025 to February 2026 with scope to extend.
<b>Managed by:</b>	Chief Executive Officer.
<b>Direct Reports:</b>	None.
<b>Remuneration:</b>	£16,500 per annum (£29,000 pro rata).
<b>Holiday</b>	15 days per annum, plus Bank Holidays as appropriate.

**Stow Maries Great War Aerodrome ([www.stowmaries.org.uk](http://www.stowmaries.org.uk))** can be found in rural Essex, between Chelmsford and Maldon. It is the last remaining Great War Aerodrome functioning as such in Europe. It houses the largest collection of surviving Royal Flying Corps buildings in the world. 23 2\* Listed buildings, on the Historic England At-Risk Register. It is an Arts Council England accredited museum, a renovation project, and light aircraft aerodrome and an award-winning volunteering centre. It is operated by Stow Maries Great War Aerodrome Ltd, a registered Charity.

### **Description:**

This post offers an exciting opportunity to make a major contribution to this nationally important heritage site in Essex. We are looking for an exceptional marketing person with an interest in working in the charitable sector and with an understanding of heritage.

The role includes developing and delivering key messages to raise the profile of Stow Maries Great War Aerodrome (SMGWA), a unique site, to attract a wider audience. The role will use Social Media as key mechanism, but embrace other mediums, to achieve visitor number targets.

You need to be a team-player with initiative and a passion for collaboration, as well as a motivated and enthusiastic person. The nature of this role requires on-site working, weekly. The museum is multi-faceted, complicated and has a variety of workstreams in action at any



Stow Maries Great War Aerodrome  
Hackman's Lane, Purleigh, Chelmsford, Essex, CM3 6RN  
Registered Charity Number: 1151099



given time, so to deliver the outputs, on-site immersion is vital. As the postholder becomes more established, remote working for some days will be welcomed, but there will always be a requirement for on-site attendance, weekly.

Reporting directly to the Chief Executive Officer, the Marketing Officer will be a vital part of a small team of paid staff and a large team of dedicated volunteers.

### **Key responsibilities**

- To work with the CEO to develop and deliver a Marketing Plan.
- To support maintenance and development of the SMGWA website and social media channels.
- To handle related enquiries via email and phone.
- To create and edit unique content for external communications on several platforms including website articles, press releases, editorials and newsletters.

### **Additional Duties**

- Maintain the highest standards of professionalism in dealings with internal and external clients.
- To work collectively towards the Vision and Aims of SMGWA.
- To abide by the Code of Conduct.
- To act in accordance with all policies and procedures.

### **Required Personal Skills and Qualities**

- Relevant degree, or equivalent qualification or experience in marketing.
- Computer literate.
- Fully proficient in the use of Microsoft Office.
- Relevant experience of managing social media.
- Keen attention to detail.
- Excellent verbal and written communication skills.
- Excellent organisational skills and the ability to prioritise a workload.
- Excellent time management skills.
- Ability to work within a team.





### **Additional Skills and Qualities an advantage**

- Proficient in Photoshop, InDesign or related platforms.
- Experience of managing website content.
- Creating/editing images and/or video content.
- Experience or good understanding of working with volunteers.
- Awareness of proactive and reactive content development.
- Awareness of copyright issues pertaining to the role.
- Awareness of SEO and website analytics.

### **Personal Attributes**

- Able to present a professional and positive image of SMGWA.
- Self-motivated and enthusiastic.
- Excellent time-keeper.
- Reliable.
- Understanding of and commitment to equal opportunities.

### **Application Process**

- To arrange an informal discussion about the role, applicants should contact [ian.flint@stowmaries.org.uk](mailto:ian.flint@stowmaries.org.uk).
- To apply, please send a CV, no longer than 2 pages in length and a covering letter to [ian.flint@stowmaries.org.uk](mailto:ian.flint@stowmaries.org.uk).
- Short-listed applicants will be advised via e-mail by 7<sup>th</sup> February 2025. Final Interviews will take place on 18<sup>th</sup> February 2025, with extra sessions planned for 20<sup>th</sup> February 2025 if required.

