

## Overview of Sarum College

The College is nourished by its location in Salisbury Cathedral Close both spiritually and aesthetically, and draws on its own long and continuous tradition of prayer, worship and study since the foundation of Salisbury Theological College in 1860.

People come to Sarum for a variety of reasons: to retreat and take a break from ministry; to read, pray and think; to engage in serious postgraduate study; to train for ordination or lay ministry; to attend day programmes or explore spiritual direction; to stay for B&B, conferences, or to visit art exhibitions.

### **Education programmes**

The educational work of Sarum College is structured within Centres that broadly reflect extant and emerging distinct areas of Sarum's work.

There are three distinct forms of educational work in these Centres:

- (i) Short courses which provide a wide range of adult learning opportunities for students who are learning for leisure or seeking some professional development;
- (ii) BA and MA degree programmes specifically oriented towards ordained ministry, offered through Durham University Common Awards and managed by Sarum's Centre for Formation and Ministry; and,
- (iii) Postgraduate study at MA level validated by the University of Winchester.

### **Hospitality**

The College has 50 bedrooms and seven meeting rooms. We operate a busy conference centre with B&B accommodation alongside its core work as a specialist theological education provider.

In addition to providing meals for staff, students and delegates, kitchen staff cater for individual and group functions, special events and offer an external catering service.

The College has invested heavily to upgrade accommodation and refectory facilities and has a business plan based on continued growth of these revenue streams.

## Marketing Officer

Job purpose	To contribute to and deliver the College's marketing plan to develop business across all areas of Sarum College.
Reporting to	The Director of Marketing and Development

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### Primary accountabilities

- To drive sales for Sarum College courses and commercial services to target audiences through outreach to relevant news media, ongoing research of new markets and communication channels to promote the college's programmes and services;
- Project manage research, planning, delivery and evaluation of specific campaigns, including the use of e-marketing, leaflets, and social media, in line with the organisation's strategic aims and plans;
- Evaluate the success of specific campaigns using analytic tools and feed this back to others for future improvement;
- Commission and deliver advertising and marketing services in cooperation with the director of marketing within brand guidelines as necessary and to budget;
- Contribute to the development of long-term marketing plans by identifying new opportunities and trends in traditional and digital media;
- Liaise with volunteers, staff, stakeholders, and third party providers, ensuring good communication through the projects and building good relationships;
- To carry out other duties as the College may from time to time reasonably require.

### Essential skills

- Basic understanding of key principles of marketing;
- Excellent written and verbal communication skills, including proofreading;
- Basic understanding of key principles of design;
- Good organisational and planning skills;
- Demonstrably strong IT skills including MS Word, MS Excel and MS Access database;
- Ability to use social media channels competently;
- Familiarity with ecclesial networks;
- Proficient record-keeping.

### Desirable skills

- Good knowledge of the church environment;
- Good knowledge of the Salisbury & Wiltshire area;
- Good knowledge of religious, tourism and other specialist press;
- Ability to use InDesign desktop publishing/design software.

## **Person Specification**

### Essential

The post-holder should:

- be educated to degree level or other relevant professional qualification;
- be experienced in carrying out marketing initiatives;
- have good inter-personal skills;
- be a good communicator;
- be able to work flexibly, as part of a team and individually;
- have a knowledge of and respect for the Christian tradition.

## **Terms and Conditions**

### Salary

The salary is £18,450 p.a plus a pension contribution of 8% of salary to the nominated pension scheme, currently the Church of England Church Workers Pension Fund (Pension Builder Classic), and free lunch in the Refectory on working days in College.

### Hours per week

Hours of Work: 35 hours a week, Monday to Friday, 9.00 am till 5.00 pm with a daily unpaid break of one hour. Work may be required outside these hours to assist the College with events and additional work may also be required to cover other staff absences, for which time off in lieu will be given.

### Leave

The post's annual leave entitlement is 25 days plus statutory holidays; this includes the days when the College may be closed over the Christmas period. Holidays are to be taken with due regard to the needs of the College, in particular the marketing and publication deadlines and following consultation with the Director of Marketing and Development.

Application due to Christine Nielsen-Craig [cnc@sarum.ac.uk](mailto:cnc@sarum.ac.uk), director of marketing and development, by 4pm Thursday 9 January 2020. Short-listed candidates will be notified on Friday 10 January and interviews will be held on Monday 13 January. To discuss the role by telephone please contact Christine on 01722 424812. Please note the College is closed from 24 December 2019 to 2 January 2020.