



Events, Marketing and Communications Manager: Gladstone's Library

An exciting new opportunity has opened up here at Gladstone's Library.

We are looking to recruit an Events, Marketing and Communications Manager who will work across the breadth of the Library to support and develop our events programme, oversee our online presence and be responsible for our external communications. We are looking for someone with an eye for detail, excellent communication skills, a highly creative approach to events and courses and a passion for the work of Gladstone's Library.

About the Library

Gladstone's Library is a unique institution. It is the UK's finest residential library, boasting 26 bedrooms, an on-site restaurant and a comfortable guest lounge. It is also the UK's only Prime Ministerial library and was built following a bequest from William Ewart Gladstone, Victorian statesman and four times Prime Minister of Great Britain. The current building, raised in 1902 and designed by John Douglas and was funded by public subscription. The organisation is a self-sustaining registered charity. We host a lively programme of events which include talks, workshops, masterclasses and residential courses.

Our world-famous Reading Rooms house thousands of books, including the Gladstone Collection, which comprises items from Gladstone's own personal library. It is also home to several unique archival collections, making it a destination for scholars from across the globe.

About the Role.

Marketing and Comms

With a passion for storytelling and a love of writing engaging copy across the full spectrum of communication channels, you will showcase the Library and all we have to offer. Your work will not only inform people but will encourage them to come and stay at the Library, book one of our events, or hold their conference here, and will engage new supporters to fund our work.

Your areas of responsibility are:

- **Increasing our reach and engagement with individuals and groups**
- **Develop our profile and celebrate our impact**
- **Confidently producing/uploading graphics and copy on all our social media channels and website.**
- **Provide marketing and communications support across all departments.**
- **Respond to press and other media requests.**

Events

Working alongside colleagues from across the Library, you will support the existing events programme, from inception to delivery: providing marketing and administrative support; engaging with speakers and guests and ensuring that the events are staffed and well equipped.

In addition to this you will have the exciting challenge of developing this programme, working with our current audiences but also developing and extending our offering to include new areas of focus and new audiences.

You will also work with the Group and Events Co-ordinator, whom you will line manage.

Your areas of responsibility are:

- **Responsible for the development, management, delivery and evaluation of events within the Events Calendar.**
- **Support the management and delivery of events managed by the Warden or other colleagues.**
- **Ensuring that our AV and technical equipment is ‘fit for purpose’ and that the required tech and someone to work it is in place at each event.**
- **To brief the senior leadership team, and other colleagues prior to an event.**
- **To provide line -management for the Group and Events co-ordinator.**

About you

- You’ll be a creative project manager, someone who is action-orientated, a completer-finisher and enjoys seeing results. A project management qualification is desirable but not essential.
- Through your exceptional planning skills, and with the Library’s reputation at the forefront of your decisions, you will ensure all deadlines for marketing and communications requirements are met. Together with your colleagues, you will ensure that event speakers and attendees always have an outstanding experience.
- You will have experience coordinating and organising engagement events, with the ability to prioritise, work within agreed timescales, and calmly overcome challenges.
- You might have some experience of line-management, but training will be provided.
- Highly organised and possessing excellent communication skills, you will be able to liaise with speakers, brief volunteers, and work in collaboration with colleagues. You will be confident speaking to large groups and one-to-one.
- You will have experience of working with websites as you will be responsible for keeping ours up to date and liaising with our website creators.

- Due to the nature of the events, you will have a flexible approach to work, supporting out-of-hours events, including weekends. Time off in lieu is offered for additional hours worked.

Things about the job you might like to know!

- This is a full-time position (36 hours and 15 minutes each week) and the usual hours of working are 9am-5pm with a 45 minute lunch break. – but see above as weekend and evening work is required.
- Your holiday entitlement is 21 days. In addition, the Library closes for 2 weeks over Christmas and New Year. The holiday year runs from January-December.
- The salary is £30,000 per annum. An optional pension scheme is available and we can provide further information.
- There will be a 3-month probation period.
- You will be line-managed by the Operations Manager, Sam Mantache.
- We aim to send out 14 newsletters a year to our Friends and supporters with some extra e-shots when needed.
- You will create copy for all events, and our visitors love paper flyers, so they need to be eye catching and well written!
- You will share an office with the Groups and Events co-ordinator.
- A light lunch is available free of charge, and tea and coffee during the day.
- Parking on site is sometimes available depending on how busy we are!
- You must respect and support the liberal and inclusive values of the Library and reflect these in your everyday performance.

We are a friendly team – committed to a safe environment where colleagues can flourish & develop.

To apply:

Please send your CV together with a covering letter (maximum 500 words) saying why you are just the person we are looking for to:

Revd Dr Andrea Russell Warden of Gladstone's Library.

Email: andrea.russell@gladlib.org

Make sure that you provide us with enough information to see how you fulfil the criteria.

We look forward to hearing from you and good luck!

Application deadline: Monday 31st March at 10am

Interview date: Tuesday 15th April / Start date: negotiable