

Role Title: Marketing & Communications Coordinator (30 Hours)

Grade:

Grade 2

Reporting to:

Creative & Programming Lead

Location:

Dudley Canal & Caverns

Contract Type: Contracted 30 Hours

Brief Job Description

To manage core communications, customer engagement, and marketing activities that support the promotion of our visitor attraction. This role focuses on written content, customer-facing systems, and internal coordination, working alongside external partners

This role complements existing internal and external marketing support and focuses on amplifying our presence across social platforms, local networks, and visitor-facing campaigns.

Key Responsibilities

Social Media & Digital Engagement

- Plan and schedule engaging content across platforms (Instagram, Facebook, TikTok, etc.)
- Respond to comments and messages to build community and trust
- Monitor trends and suggest ideas for seasonal or topical content

Copywriting & Communications

- Write clear, engaging copy for web pages, brochures, signage, and visitor communications
- Draft content for campaigns, membership materials, and customer updates
- Collaborate with team to align messaging across platforms
- Respond to online and in-person visitor enquiries

Local Outreach & Partnerships

- Build relationships with schools, community groups, tourism bodies, and local influencers
- Promote events through local listings, What's On guides, and community newsletters
- Represent the organisation at local events and networking opportunities

Campaign Coordination

- Support the development and delivery of marketing campaigns for events, memberships, and experiences
- Brief external designers with clear visual and content needs
- Coordinate timing across email, social media, and website updates
- Plan and send regular email campaigns to promote events, updates, and membership offers

Content Briefing & Coordination

- Work with internal and external teams to ensure visuals and messaging align with campaign goals
- Capture basic content (photos, short videos) when needed to support campaigns

Skills & Experience

- Strong written communication and copywriting skills
- Experience with email marketing platforms and CRM systems
- Organised and detail-oriented, with good administrative skills
- Comfortable working with ticketing and booking systems
- Experience in customer service or visitor-facing roles is a plus.

Key Attributes

- Friendly, approachable, and visitor-focused.
- Reliable, punctual, and proactive.
- Team player with a can-do attitude.
- Calm under pressure and solution-oriented.
- Takes pride in maintaining high standards of presentation and service.

Key Stakeholders

- Marketing Agencies
- Website Support
- Out of Home providers
- Press relationships
- Funder relationships
- DMBC
- WMCA
- Staff

Budget Responsibility

Direct, shared budget responsibility for marketing spend, and KPIs relevant to revenue generated.