Coldharbour Mill Trust Ltd, Coldharbour Mill, Uffculme, Cullompton, Devon EX15 3EE
Registered Charity No: 1123386 Company No: 06389577

JOB DESCRIPTION

Job title: Events & Marketing Manager (Maternity Cover)

- **Location:** Coldharbour Mill, Uffculme, Cullompton, Devon, EX15 3EE
- **Salary:** c. £26,700 – £29,500 per annum (dependent on experience)
- **Contract Type:** Fixed-Term (9–12 Months Maternity Cover) – Potential for Permanent Post subject to achieving agreed income targets.
- **Application Deadline:** Tuesday 15th December 2026
- **Reports To:** Chief Executive Officer
- **Working Pattern:** Full-time (37.5 hours per week), working on a rota basis across weekends, bank holidays, and occasional evenings to cover flagship events and Duty Management shifts.

Reporting relationships

Reporting to the Chief Executive Officer.
Directly coordinating Volunteers
Working closely with Front of House and Heritage Engagement Managers.

Job Purpose

Coldharbour Mill Trust Ltd is seeking a commercially driven and creative Events & Marketing Manager to lead our public events calendar, venue hire, and promotional strategy during a period of maternity leave. As one of the UK's oldest continuously working woollen mills (since 1797) and a registered heritage charity, the Mill relies on vibrant events, smooth daily operations, and strong audience engagement to sustain its historic site.
Alongside leading our commercial events and marketing, this role serves as a Duty Manager and Key Holder, taking responsibility for day-to-day site operations, security, health and safety, and supervising volunteers during both events and general museum opening hours. Coldharbour Mill volunteers are recipients of the Kings Award for Volunteering.
This post offers a clear pathway to a permanent role upon the successful delivery of the commercial income targets outlined in Section 3.

Main Responsibility Areas with examples and guidelines – these are not exhaustive.

Key Responsibilities

Event Planning & Delivery

- **Flagship Festivals & Markets:** Plan, coordinate, and deliver major annual events featured on the Coldharbour Mill What's On schedule, including The Great British Fibre Festival, the Annual Christmas Market (50+ stalls), and the Summer Fayre.
- **Heritage Steam Days:** Work alongside the engineering and volunteer teams to deliver operational Steam Days, including the Traditional New Year's Day Steam Up, ensuring engaging visitor experiences.

- **Workshops & Exhibitions:** Curate, schedule, and manage seasonal craft workshops (e.g., Christmas Wreath Workshops, textile and willow craft sessions) and coordinate Fox Gallery exhibitions (such as the Poppy Exhibition and local artist showcases).
- **Community & Evening Events:** Oversee public open evenings, after-hours tours, and private group or educational bookings.
- To organise and maintain site presentation ensuring visitors have a great experience.
- **Logistics & Compliance:** Manage event budgets, risk assessments, licensing, stallholder bookings, and supplier contracts.

Marketing & Audience Development

- **Campaign Management:** Design and execute multi-channel marketing campaigns across social media, email newsletters, local press, and regional tourism networks (e.g., Visit Mid Devon and Visit Devon) to drive ticket sales and footfall.
- **Website & Ticketing:** Maintain the events pages on the Coldharbour Mill website, manage online box office listings, and track booking analytics. Update website as needed.
- **Brand & Secondary Spend:** Promote Annual Memberships, Gift Aid conversions on admissions, the Mill Shop, and the Grist Mill Café Bar during event days and general opening hours.

Duty Management & Key Holder Responsibilities

- **Site Opening & Closing:** Act as a designated Key Holder, taking responsibility for the safe opening, locking up, and alarm setting of the historic site and buildings on scheduled rota days and out-of-hours events.
- **Daily Operations:** Serve as Duty Manager on a rota basis (including weekends and bank holidays), overseeing front-of-house operations, admissions, shop/café coordination, and daily cashing-up procedures.
- **Health, Safety & Emergency Response:** Act as the senior point of contact on site during Duty Manager shifts, leading emergency evacuations (fire/first aid), logging incidents, and ensuring strict compliance with health and safety standards across a working historic mill environment.
- **Visitor Experience:** Resolve visitor enquiries, feedback, or complaints promptly and professionally to maintain high standards of customer care.

Volunteer Supervision & Management

- **Volunteer Leadership:** Supervise, support, and motivate Coldharbour Mill's award-winning volunteer team (recipients of the King's Award for Voluntary Service) across both general museum operations and busy event days.
- **Rota & Deployment:** Assist with scheduling, briefing, and deploying volunteers across key operational posts (front desk, stewarding, car parking, guided tours, and event support) to ensure safe staffing levels.
- **Engagement & Retention:** Foster an inclusive, welcoming, and supportive working environment for volunteers, ensuring clear communication between paid staff and volunteer teams.

3. Defined Income Targets (Pathway to Permanent Post)

Conversion of this maternity cover contract into a permanent Events & Marketing Manager role is directly contingent upon meeting or exceeding the following measurable financial KPIs over the contract period (pro-rated for a 12-month cycle):

Income Stream	Target Metric & Benchmark	Key Drivers
1. Flagship Event Ticket & Stall Revenue	**Generate £35,000+ gross income** (or a **15% year-on-year increase** on prior-year event net profit).	Ticket sales for *The Great British Fibre Festival*, *Steam Days*, and pitch fees from 50+ stallholders at the *Summer Fayre* and *Christmas Market*.
2. Craft Workshops & Fox Gallery	**Achieve 80%+ average capacity** across all paid workshops, generating **£8,000+ net surplus**.	Seasonal workshops (e.g., wreath making, textile crafts) and commission/hire fees from *Fox Gallery* exhibitions.

3. Private Hire, Groups & Evening Events	**Secure £10,000+ in new/repeat bookings** for private venue hire, group tours, and evening events.	Pre-booked coach/educational groups, corporate away-days, and themed evening events.
4. Membership & Secondary Spend Uplift	**Deliver a 10% uplift** in Annual Membership sign-ups and event-day café/shop spend per head.	Converting event attendees into £30/£75 Annual Members and cross-promoting the *Grist Mill Café Bar*.
5. Event Sponsorship & Grants	**Secure £3,000+ in local sponsorship** or external event funding to offset marketing and production costs.	Local business sponsorship for flagship festivals and community programmes.

(Note: Exact quarterly milestones will be reviewed with the CEO/General Manager at months 3, 6, and 9, with permanent contract confirmation issued upon successful achievement of the 9-month trajectory.)

Person Specification

Essential Experience & Skills

- **Events Management:** Proven track record of planning, budgeting, and delivering public events, festivals, markets, or workshops from concept to evaluation.
- **Marketing & Digital:** Hands-on experience running paid and organic social media campaigns, updating websites (WordPress/CMS), and writing engaging copy.
- **Written reports and presentations –** Evaluate Events and marketing and provide monthly written reports and presentations.
- **Duty Management & Operations:** Experience acting as a Duty Manager or supervisor in a visitor attraction, heritage site, retail, or hospitality environment, including site security/key holding and cash handling.
- **Volunteer & Team Supervision:** Demonstrable experience supervising, briefing, and motivating volunteers or front-of-house teams in a busy public-facing setting.
- **Commercial Acumen:** Experience working to commercial revenue targets, managing P&L budgets, and maximising secondary spend.
- **Health & Safety:** Strong administrative skills, including writing event risk assessments and managing on-site health, safety, and emergency procedures.

Desirable Attributes

- Current First Aid at Work and/or Fire Marshal certification (or willingness to undertake training upon appointment).
- Experience working within the heritage, arts, charity, or tourism sector.
- Knowledge of Devon/South West media and regional event networks.

Job description agreement
To be signed within 6 weeks of employment after discussion with line manager.

Manager …… Date ……

Postholder …… Date ……

This is a description of the job as it is presently constructed; it will be reviewed periodically and updated to ensure it fully reflects the duties of the job.