

Emerson College, part of the Ruskin Mill Trust family, exists to help people discover the gifts that live within them. To help bring these gifts to the world in service of the wellbeing and vitality of 'life' (human life, the living earth and the spiritual elements of life). As a charity, we support the needs of current and future generations by exploring ways to integrate the spiritual, social and practical dimensions of life and work.

Established in 1984, Ruskin Mill Trust is an educational charity that operates in England, Scotland and Wales. We offer exciting outdoor learning environments, utilising practical land and craft activities to support the development of work and life skills in young people with autistic spectrum conditions and other learning differences. Our research-led method, *Practical Skills Therapeutic Education*, is inspired by the work of Rudolf Steiner, John Ruskin and William Morris. Working with hand, head, heart and place, Ruskin Mill Trust helps individuals to re-imagine their potential.

The Trust is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Successful applicants will be required to undergo a Disclosure and Barring Service Enhanced Level Disclosure as well as a medical check, references, evidence of qualifications, plus verification of the right to work in the UK.

Marketing and Communications Manager

Salary: £41,400

40 Hours per week, 52 weeks per year

Emerson College has a successful history in providing a range of courses from Rudolf Steiner education, medical insights and the arts. There are over sixty beds onsite as well as meeting rooms, workshop spaces and beautiful grounds. In addition to providing high quality courses and workshops, Emerson College promotes venue hire and private functions.

Alongside the Ruskin Mill Trust publishing team, you will provide marketing expertise to enhance business revenue and course participation and will develop and implement the overall Marketing and Communications Plan and to contribute to the development of the college offerings.

Working closely with the Revenue and Events Manager and administration functions to ensure that all guests continue to receive high quality courses, events and services, and that Emerson College remains aligned to the vision and values of Ruskin Mill Land Trust.

In this role, you will:

- Work with Course Leaders & Head of Education to develop and implement a marketing plan for all courses
- Identify sources and create content for Social Media, Articles, Adverts, Videos, Publications etc
- Design and production of general marketing materials as well as developing core course materials, branding and graphics including a 'course pack' for each course and event
- Gather feedback and testimonials for use in publicity and marketing campaigns
- Lead on updating the Emerson website with course info, events and College developments and production of a quarterly newsletter and "What's On" communication.
- Create email marketing automation workflows and identify & manage audiences for course specific emails



ruskinmill

re-imagining potential

You will be expected to ensure a consistent brand message across all platforms
A flexible approach to working hours and pattern including evening and weekend working will be required to
fulfil the requirements of the role.
Willingness to travel to other sites as required.