



The Bishop's Palace

WELLS · SOMERSET

## Job Description

<b>Title</b>	<b>Marketing &amp; Communications Manager</b>
<b>Hours</b>	20 hrs pw – worked over 2-3 days per week. Working days/times flexible, ideally to include Thursdays
<b>Remuneration &amp; Benefits</b>	From £35,000 (FTE) depending on experience.  8% Employer Pension contributions, Death in service, Health Assistance Package. 25 days annual leave, Training, Mentoring and career progression support, Outdoor Theatre tickets, Membership and Guest membership to the Bishops Palace & Gardens.
<b>Reports to</b>	Chief Executive Officer
<b>Responsible for</b>	Digital Marketing Executive Fundraising Assistant
<b>About The Bishop's Palace</b>	The site and buildings of The Bishop's Palace and Gardens is owned by the Church Commissioners and managed by The Palace Trust. As a charitable organisation our mission is to protect The Bishop's Palace by ensuring financial stability through engaging a wide range of people for their enjoyment and learning. The eight-hundred-year-old Palace sits among fourteen acres of stunning RHS partner gardens that draw 140,000 visitors per annum. The Palace is over 800 years' old and is Listed Grade I for its historic, cultural and architectural significance and there is huge potential to build on the success of the Gardens' visitor experience by bringing the built heritage much more into the consciousness of our visitors.
<b>Purpose of role</b>	To lead and manage the strategic and day to day marketing communications making a significant impact on increasing awareness and visitor numbers by enhancing internal and external communication; optimising digital channels; managing brand identity; PR and client communications.  The post holder is part of the senior management team and as such contributes to organisational strategy and business planning.
<b>The Role</b>	<b>Key Responsibilities:</b> <ul style="list-style-type: none"><li>• Develop and implement marketing strategies aligned with business goals and organisation strategies</li><li>• Lead the Marketing and Communications team as well as relevant external suppliers</li><li>• Enhancing internal and external communications</li><li>• Overseeing and developing digital channels and initiatives including website/SEO, free and paid socials, PPC, email marketing and content marketing, creating and overseeing high-quality, engaging content across all platforms and managing relationships with external suppliers</li><li>• Managing and maintaining a cohesive brand identity, acting as brand guardian for the organisation, ensuring a cohesive visual identity</li></ul>

	<ul style="list-style-type: none"> <li>• Overseeing public relations (PR), press liaison, Filming and awards processes acting as the main point of contact for all media enquiries</li> <li>• Managing the design and print process for marketing communications activity</li> <li>• Managing market research activity including designing, analysing and reporting of visitor feedback questionnaires and competitor analysis</li> <li>• Collate, analyse and report on visitor feedback</li> <li>• Overseeing fundraising communications to enhance awareness of charity aims and supporting funding applications</li> <li>• Managing the organisations reputation and corporate messaging</li> <li>• Developing, measuring and optimising the performance of marketing campaigns in terms of impact and ROI</li> <li>• Forecasting and managing the annual marketing budget</li> <li>• Keep up to date with industry trends and opportunities</li> </ul> <p><b>General</b></p> <ul style="list-style-type: none"> <li>• Report monthly to the Management Team on activities</li> <li>• To share with other members of the Senior Management Team collective responsibility for the day-to-day management and long-term sustainability of The Palace Trust</li> <li>• To act as Duty Manager as and when required on a rota basis with other managers. This includes occasional evening, weekend and bank holiday cover.</li> </ul>
<p><b>Purpose, Vision and Values</b></p> <p><b>Our Vision</b> To inspire and touch the lives of many by offering joy, healing, hope and wellbeing.</p> <p><b>Our Purpose</b> To conserve and share the Palace and its story as a place of enjoyment and reflection for the benefit of all.</p> <p><b>What we value</b> Authenticity • Inclusivity • Hospitality • Spirituality • Generosity • Sustainability</p>	<p>As a charitable organisation our aim is to protect The Bishop's Palace by ensuring financial stability through engaging a wide range of people for their enjoyment and learning.</p>
<p><b>Key internal contacts</b></p> <ul style="list-style-type: none"> <li>• CEO</li> <li>• SMT</li> <li>• Visitor &amp; Events Team</li> <li>• Catering Team</li> </ul>	<ul style="list-style-type: none"> <li>• Garden Team</li> <li>• Community Engagement Team</li> <li>• Admin &amp; Finance Team</li> </ul>

## Person Specification

### Knowledge, Experience, Skills and Personal Attributes

	Essential	Desirable
<b>Knowledge &amp; Experience</b>	<ul style="list-style-type: none"><li>• Degree level education or equivalent; commitment to professional development.</li><li>• Senior experience in marketing/communications with proven delivery across full marketing mix.</li><li>• Strong media handling</li><li>• Digital expertise: website/CMS, social media management, up to date digital knowledge.</li><li>• Brand management</li><li>• Experience with paid advertising planning/negotiation and leaflet distribution.</li></ul>	<ul style="list-style-type: none"><li>• Marketing or communications qualification (CIM)</li><li>• Regional/national media contacts.</li><li>• Awareness of South West tourism, international group travel, and charity/heritage sectors.</li><li>• Duty Manager experience</li></ul>
<b>Skills</b>	<ul style="list-style-type: none"><li>• Excellent written, verbal, presentation and editorial skills.</li><li>• Ability to manage competing priorities and work strategically.</li></ul>	
<b>Personal Attributes</b>	<ul style="list-style-type: none"><li>• Creative, innovative, confident decision maker.</li><li>• Strong problem-solving skills; proactive in spotting PR opportunities.</li><li>• Team focused, flexible, aligned with the vision and values of The Bishop's Palace</li></ul>	

### To Apply:

Send your CV along with a Covering letter to [Recruitment@bishopsPalace.org.uk](mailto:Recruitment@bishopsPalace.org.uk).

Applications should be received by 12noon, Sunday 22 February 2026.

Applications should be a CV along with a covering letter giving details of experience and skills relevant to this role. Applications without a cover letter may not be considered for shortlisting.

Interviews will be held at The Bishop's Palace on Monday 2 March 2026.

Anticipated start date from April 2026.