



# CBA Communications and Marketing Manager: Recruitment Pack

Council for  
British Archaeology

# The CBA and Archaeology - Are you ready for your next challenge?

The Council for British Archaeology is looking for an effective Communications and Marketing Manager to oversee our communications and marketing needs.

The CBA is an educational charity that helps people to experience and participate in archaeology. We provide opportunities for people to take part through our network of local groups, our annual Festival of Archaeology and through the Young Archaeologist's Club for children aged 8-16. We speak up to safeguard the future of archaeology and the historic environment and bring together everyone involved in archaeology.

**This pack contains the information you need to apply, including:**

## 1. Useful Information

Council for British Archaeology Diversity Policy, shortlisting and pre-employment checks and UK Identification requirements

## 2. About the CBA

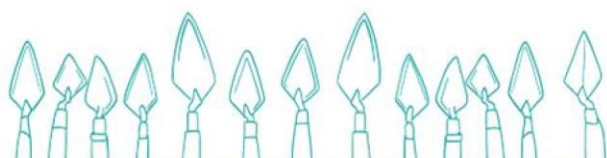
Information about the Council for British Archaeology, including our vision, mission, and organisational values.

## 3. Description of the Role and Person Specification

Key responsibilities and the criteria that potential candidates should aim to meet.

## 4. How to Apply

Details on how to apply plus the closing date and interview date.



# 1. Useful Information

## Diversity Policy Statement

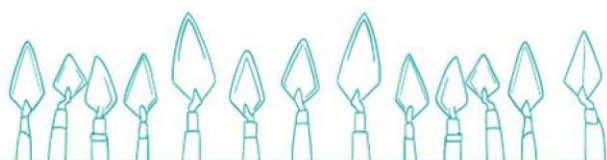
The Council for British Archaeology (CBA) is committed to the belief that archaeology should be accessible to everyone, and that anyone should be able to pursue this interest actively, free from any physical, psychological, economic, social, or cultural deterrents.

Everyone has the right to be treated with consideration and respect. The CBA is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual, and an atmosphere where everyone can learn, work and live free from prejudice, discrimination, harassment and violence. The CBA aims to ensure that all staff, volunteers, partners, clients, contractors, members, and the general public are treated fairly.

The CBA is committed to equal opportunities in employment. It will not discriminate unlawfully or unfairly against people on the grounds of age, disability, gender, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership, and pregnancy and maternity. We welcome applications from a wide range of candidates with the right mix of talent, skills and potential, including those with criminal records.

## The use of Curriculum Vitae (CV's) and Continuing Professional Development (CPD) logs

Our policy is to recruit and employ our employees based on their suitability for the work to be done. An application form allows us to compare individuals based on like for like information and as such we are not accepting a CV and/or a CPD log on this occasion.



## Shortlisting

The CBA is an equal opportunities employer, and we are committed to ensuring all applications are treated fairly. Applications are sought from those eligible to work in the UK.

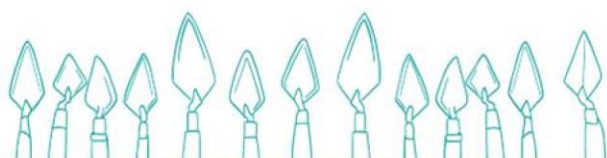
All applications are subject to our shortlisting process where we only assess information provided against the Person Specification. If you are shortlisted, we will contact you and invite you to attend an interview. You will also be advised at this point if there will be any skills test, presentations etc.

If we do not shortlist you, please do not be discouraged from re-applying as your skills and experience may be just what we need for our next vacancy.

## Pre-employment Checks

All offers of employment are made subject to the following criteria:

Proof of eligibility to work in the UK, proof of UK residency, two references satisfactory to the CBA and, where required, a criminal record enhanced disclosure and barring check with the appropriate disclosure body.





## 2. About the CBA

### Our vision

To enable anyone to have the skills and opportunity to tell the stories of the people and places that connect us to our world, that help us understand it and to make it a better, more inclusive place.

### Our mission

To inspire people to explore places and engage with their environment through archaeology, we will help them make new connections with each other and the places in which they live, work, learn and grow.

To help people explore and create heritage that matters to them, championing fresh perspectives in how we recognise and value things and places - everywhere.

To grow the public value of archaeology by connecting commercial, academic and community groups to demonstrate the social impact of archaeology.

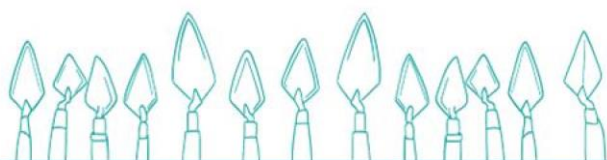
### Our values

Our values define how we work and approach championing archaeology, widening public participation, and making it more relevant and accessible to a wide range of people.

The CBA aspires to be:

### Inclusive and participatory

- Archaeology is for all – it is everywhere, anyone can participate, it is open to everyone. Our role is to help people to discover and explore stories, connections and new perspectives using archaeology as a tool.



- Archaeology enables us to bring together diverse communities and create inclusive practice.

## Curious and enquiring

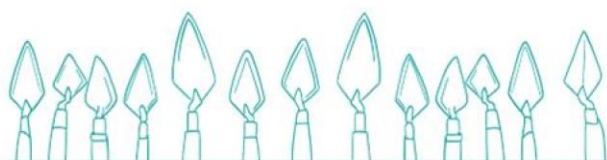
- Archaeology is about curiosity and enquiry – it helps shape the questions we ask about ourselves and our environment - the places we live, work, learn from, and visit.
- Archaeology is an activity that helps generate understanding, knowledge, and cultural value. It helps us think about ourselves, our wider world, and the connections in between.

## Collaborative

- Archaeology is best done as a cooperative process – as a conversation between people and groups which leads to different, richer, more dynamic, and sustainable outcome.
- There are many ways to participate in archaeology and we seek to work collaboratively with partner organisations of all sizes nationwide to increase the opportunities for everyone to get involved.

## Creative, communicative, and connective

- Archaeology is about thinking creatively: recognising, understanding, creating, and enhancing cultural value.
- Archaeology makes an important societal contribution to education, social and economic resilience, health, and well-being and keeping people connected.



- Understanding, assessing, and communicating the impact and value of archaeology and participation helps us develop new methods for improving access and increasing benefits to communities caring for their environment.

## Caring and campaigning

- Archaeology is central to our understanding of the natural and historic environment and how we can care for it, campaign for it, protect and enhance it.

Further details of our work are at [www.archaeologyuk.org](http://www.archaeologyuk.org).

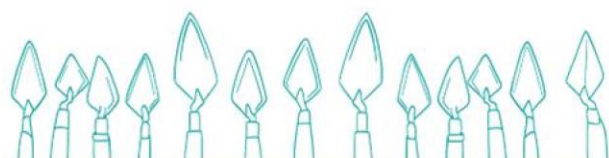
The Board and staff are working to transform the CBA into an inclusive and dynamic organisation, championing archaeology and the public's participation in it. As set out above 'Inclusive and participatory' is one of our five core values. It sets out our important aspiration that anyone, regardless of their background, can participate in archaeology.

To this end, the CBA aim to foster a culture that recognises and values different backgrounds, approaches, skills, experience, knowledge, and expertise. By having greater diversity, we believe that we will be a stronger organisation and ultimately will be able to inspire more people to enjoy archaeology.

As a national charity, we have an ability to reach a wide and diverse population of audiences, colleagues and partners through our geography and reach. We therefore welcome applications from those who bring difference.

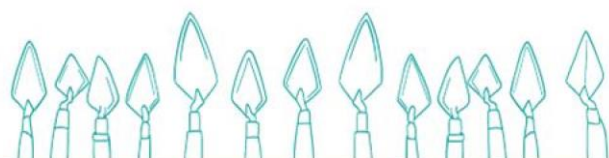
We are seeking a Marketing and Communications Manager to help shape and deliver our work and help us deliver on these core values.

**If you are interested, come and work with us!**



### 3. Job Description

<b>Job Title</b>	Communications and Marketing Manager
<b>Responsible To</b>	Executive Director
<b>Responsible For</b>	N/A
<b>Supporting</b>	The Communications and Marketing Manager is a member of the Management Team
<b>Contract</b>	<p>Full time. Hours: 35 hours per week, with flexible working options considered. Some weekend and evening working will be required, particularly during the Festival of Archaeology. Time off in lieu will be given.</p> <p>Permanent contract, with three-month probationary period. The post-holder must have the right to work in the UK.</p>
<b>Salary</b>	£34,000 per year
<b>Holidays</b>	26 days paid holiday (pro-rata), 8 days public holidays per year (pro-rata), in addition the CBA office is closed for two weeks over the Christmas period.
<b>Pension</b>	The CBA offers an additional 10% of gross salary as the employer's contribution to our pension scheme.
<b>Location</b>	Hybrid working is offered for this post in line with CBA Policies.
<b>Travel Requirements</b>	The ability to travel away from office/home, occasionally overnight, and to accommodate some evening and weekend working will be required as part of this role.
<b>Safeguarding</b>	The post will not have a direct safeguarding role and therefore is not subject to a Standard Disclosure and Barring Service (DBS) check.





# The Role

**The Communications and Marketing Manager is responsible for overseeing the CBAs communications and marketing -**

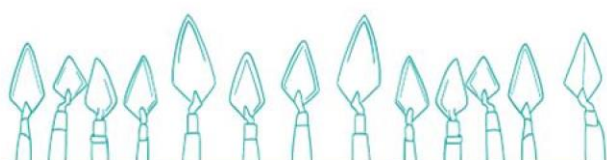
As a member of the Management Team, you will help to deliver and shape the CBA's vision and strategy. It will be your responsibility to ensure the voice of the CBA and our work is understood and disseminated amongst our UK and international audiences, enabling the organisation to achieve our mission and values.

Your skills in communications, design and marketing will support the long-term sustainability and future growth of the organisation. You will take a leading role in reviewing and progressing our communications and marketing strategy to help us achieve these goals.

Our digital infrastructure and website ensure the CBA is the key 'hub' through which people can interact with archaeology. By overseeing the website content and our strong digital presence you will help us build on our outreach programmes, such as the Festival of Archaeology and Young Archaeologists' Club, which underpin our open and inclusive approach to participation in archaeology. Helping us drive forward and deliver this approach will be a key aspect of the role working with the Executive Team, Management Team and staff in a collaborative and supportive manner.

You will be supported by the CBA staff team to identify and disseminate appropriate content, to create copy and assets appropriate to our different audiences and to work alongside external organisations and groups. Our staff will also support you to moderate and maintain our social media presence.

It is the ambition of the CBA to grow our marketing and communications team and to support early career individuals through internships and paid placements where appropriate. We see this role as the foundation for this ambition.

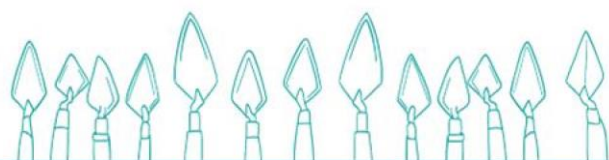


On occasions this role will require communications out of office hours in responding to specific issues and news stories, and attendance at in-person events and activities that run outside normal working hours.

## Key Responsibilities and Accountabilities

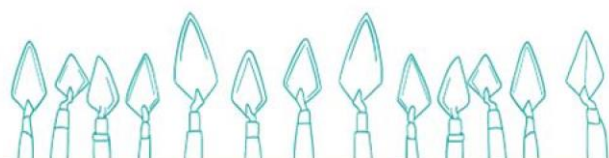
The postholder will be expected to maintain the following areas of routine work:

- Communicate and promote the work of the CBA to a wide range of audiences, including through the media (in conjunction with staff):
  - Lead CBA's digital communications, including regular newsletters
  - Lead the CBA's social media presence, including creating content, identifying stories, scheduling and formatting posts (this may also include the need to respond to issues out-of-hours in consultation with the Senior Management Team).
- Manage the communications and marketing requirements of the core areas of CBA activities: Youth Engagement, CBA Events, Casework and Advocacy and Membership, for example:
  - Prepare marketing materials and other resources for the Festival of Archaeology
  - Support the development of a new website for the Young Archaeologists' Club
  - Promote messaging around our casework and advocacy work
- Review the CBA's strategy for communications and marketing, with an emphasis on raising the profile of the CBA (this work may be influenced and supported through our current application to the National Lottery Heritage Fund including supporting our audience development work, strengthening our network and membership and renewing our brand identity).
- Lead on developing and designing digital and print assets for the CBA's activities and programmes including video content, social media posts, publicity material, adverts



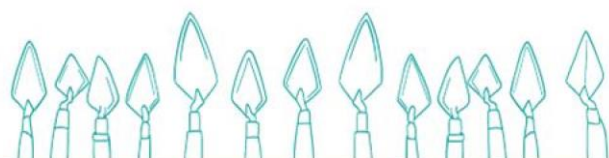
and activity resources.

- Lead on ensuring all of our communications, print and digital material meet accessibility requirements.
- Liaising with other organisations and developing joint initiatives to market and promote the CBA and the archaeology of the UK (with support of the Management Team).
- Undertake the marketing of CBA's products and services, including membership, magazine subscriptions and retail sales, publications and events (including extracting relevant data from the CBA's CRM).
- Work with the British Archaeology magazine editor to promote new issues of the magazine.
- Contribute to the ongoing management of the CBA website:
  - Review existing content on the website, identifying material needing editing or removal.
  - Identify opportunities for new areas of content.
  - Source images and other visual assets for the site and format as necessary
- Support CBA events and activities programme with live communications and social media coverage such as at the Archaeology Achievement Awards (this will include the need to attend some events and activities in person).
- Perform such other reasonable duties as may be requested by the Executive Director. As a small team, all members of staff will be required to help out with other projects from time to time and support each other.
- Work with the Management Team to ensure staff have the resources, training, and information they require to fulfil their roles.

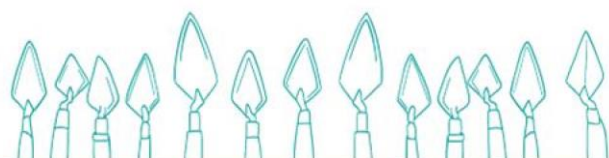


## Person Specification

Experience	Essential	Desirable
Previous experience of managing communications and marketing in the UK.	✓	
Experience of producing written content: ability to write compelling and engaging copy, for a wide range of audiences.	✓	
Experience of creating and managing content for websites and using integrated CRM systems for communications.	✓	
Communications and marketing experience in a membership organisation or charity.		✓
Experience of working in small organisations, without the support of a large team.		✓
Experience of delivering informal training, including to volunteers.		✓
Experience of creating and managing social media content.	✓	
Experience of developing and designing digital and print assets, resources and video content.	✓	
Experience of leading/supporting the audience development work.		✓
Experience of developing and implementing Marketing and Comms Strategies.	✓	



Knowledge		
Demonstrate an awareness of the issues around magazine production, sustainability, promotion and marketing.		✓
Familiarity with the archaeology, heritage or cultural sector.		✓
Knowledge of Accessibility requirements– e.g. alt-text.	✓	
Skills		
Strong digital skills, including an understanding of the potential of digital technology to reach new audiences.	✓	
Design and formatting skills including technical skills around video and image editing.	✓	
Managing and editing content for promotion and messaging using a CMS.	✓	
Enthusiasm, passion, energy, team working skills and willingness to share and support others in a multi-disciplinary working environment.	✓	
Can communicate well in writing and in person.	✓	





## 4. How to apply

To apply, please complete and send the following information by email to [jobs@archaeologyuk.org](mailto:jobs@archaeologyuk.org) using 'JOB APPLICATION Communications and Marketing Manager' as the subject line.

We will acknowledge safe receipt of all applications received. Please send:

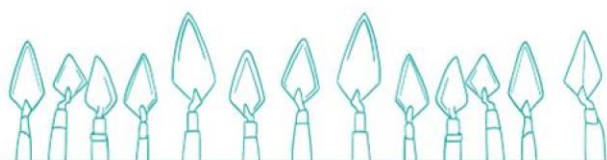
- A completed Application Form.
- A completed Equality and Diversity Monitoring Form.
- Your availability to attend an interview on Tuesday 23<sup>rd</sup> of January 2024.

Both the Application Form and Equality and Diversity Monitoring Form can be found on the CBA website, at [Communication and Marketing Manager Vacancy](#).

You should refer to the person specification when completing the application form. This should also clearly describe how you meet each of the criteria that have been identified as being necessary for this post, as this will form the basis for short listing candidates.

We also request that you please complete our Equality and Diversity Monitoring Form. The CBA is working hard to understand our organisation better and to foster a culture that recognises and values different backgrounds, approaches, skills, experience, knowledge and expertise. By having greater diversity, we believe that we will be a stronger and better organisation and ultimately will be able to inspire more people to enjoy archaeology. We therefore welcome applications from those who bring difference.

To ensure our equality policy is operating effectively, we would be grateful if you would complete the monitoring form but completing the form is voluntary. In compliance with the General Data Protection Regulation, we will treat all the personal information contained



within this form as confidential. The information you provide is for monitoring purposes only and **will not be used in the selection process**. The data will be used in an anonymous format to provide statistical information only and no information will be shared to other parties.

Please also inform us of any access requirements you have to be able to participate in an interview if one is offered to you. Additionally, if you require a large text version of the application, please email [jobs@archaeologyuk.org](mailto:jobs@archaeologyuk.org).

If you would like to arrange a confidential, informal conversation about this opportunity, or have specific questions, please contact Neil Redfern at [neilredfern@archaeologyuk.org](mailto:neilredfern@archaeologyuk.org)

**The closing date for the receipt of completed application forms is 12 noon on Monday 15<sup>th</sup> of January 2024. Interviews will be held on Zoom on Tuesday 23<sup>rd</sup> January 2024, with a view to the successful candidate taking up the role no later than March 1<sup>st</sup> 2024, subject to any notice periods.**

Thank you for your interest in working with the CBA. We look forward to receiving your application.

**The CBA Team**

