

Kielder Observatory Astronomical Society: Job Description and Person Specification

- 1. Post Title:** Operations and Marketing Director (Deputy CEO)
- 2. Location:** Kielder Observatory, Unit C, Bewick, Prestwick Park, Newcastle upon Tyne, NE20 9SJ
- 3. Relevant to this Post:** Casual car user allowance
Flexible Working Policy applies
Permanent contract
Regular evening, night and weekend working
- 4. Organisation Relationships:** Postholder will report to the CEO
- 5. Salary:** £40,000 (pro rata)

6. Description of Role:

The post's primary purpose is to fulfil the vision, mission and charitable objects of Kielder Observatory Astronomical Society by ensuring effective and efficient operational delivery, with a focus on marketing and communications.

The duties contained in this job description are not exhaustive and the postholder will be required to carry out other duties commensurate with the purpose of the role.

7. Primary Duties:

Strategy

- Supporting the CEO and Trustees in the development of the KOAS vision, strategy, and governance.
- Supporting the CEO in the planning, delivery and monitoring of all development projects.
- Supporting the CEO in providing secretariat for the Board of Trustees.

Operations

- Responsible for ensuring KOAS's operational efficiency and compliance.

Team Leadership

- Responsible for leading the team of office-based staff at KOAS, mentoring and developing them as appropriate and embedding the behaviours, conduct and values of the organisation.
- Responsible for all line management duties, liaising with the Office Manager to ensure HR policies and procedures are correctly followed.
- Managing office staffing schedules to ensure quality of delivery and to maintain peak productivity of staff.
- Supporting as appropriate employed and voluntary Astronomers and Science Communicators in the delivery of KOAS's programmes: events, arts, education, science, sustainability and other programmes as they arise.

Marketing

- Creating, delivering and monitoring marketing and communications plan for all media channels to achieve KOAS's objectives.
- Establishing marketing goals
- Managing marketing initiatives.
- Using market research and analysis to direct marketing strategy and planning.
- Overseeing the production of all promotional materials and marketing campaigns.
- Overseeing the creative development of promotional materials, website content, advertisements, and other marketing-related projects
- Day-to-day interface with media buyers, advertising agencies, printers, and other services to help marketing projects come to fruition
- Supporting the CEO to plan and deliver stakeholder engagement plan
- Tracking all marketing and sales data and creating detailed written reports and verbal presentations
- Adjusting marketing campaigns and strategies as needed in response to collected data and other feedback

Budget

- The postholder will be responsible for a budget appropriate to operations and marketing.

Other duties

- The postholder will deputise for the CEO in the postholder's absence.
- The postholder will participate in an "senior officer on call" rota to ensure the safe and smooth operations of KOAS at all sites and all times
- The postholder will guide the development of KOAS's education programme, arts programme, science programme, and other programmes as they arise.
- The postholder will represent KOAS at science festivals and exhibitions, in interviews with the media, and as guest lecturer at other events.

8. General Duties and Responsibilities:

Communications

Employees will actively participate in team meetings, formal and informal, use communications channels respectfully, be responsive to requests from other members of the team, and liaise with managers, Trustees and stakeholders as appropriate.

Information Management

Employees will adhere to information management requirements re the gathering and analysis of data.

Confidentiality

All members of staff are required to undertake that they will not divulge to anyone personal and/or confidential information to which they may have access during the course of their work.

Equality and Diversity

KOAS is committed to giving everyone an equal chance to live, learn, and work free from discrimination and prejudice. Employees are required to abide by this principle and KOAS policies.

Sustainability and Ethical Practice

KOAS is committed to becoming carbon neutral and to ensuring the highest standards of ethical practice. Employees are required to demonstrate support for these principles.

Appraisal and Personal Development

Employees have a responsibility to commit to the appraisal process and to their own personal and professional development.

Financial Management

Employees have a responsibility to be familiar with KOAS's Financial Procedures and to adhere to them.

Health and Safety

Employees have a responsibility to be familiar with KOAS's Health and Safety Handbook and to adhere to all procedures contained within it.

Quality Assurance

Employees have a duty to contribute to continuous improvement in all aspects of the organisation.

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	Essential	Desirable	Method of Assessment
Qualification	<ul style="list-style-type: none"> • Degree and at least five years' experience in leadership and management 	<ul style="list-style-type: none"> • Degree in science 	Application References
Skills and Knowledge	<ul style="list-style-type: none"> • Fluent and confident presentation skills • Strong written and verbal communication skills • A high level of practical and organisational skills • A high level of analytical and problem-solving skills • A high degree of computer literacy in basic software • A high degree of practical knowledge of marketing and communications methods and channels. • People management – HR, coaching and training • Risk management • Health and Safety awareness • Commercial experience and/or charity operations experience • Managing change and business transformation • Fundraising • Valid driving licence 	<ul style="list-style-type: none"> • Knowledge of astronomy 	Application Interview References
Characteristics	<ul style="list-style-type: none"> • Can demonstrate authentic leadership which fosters a quality focus in others • Goal-focused • Team player • Enthusiastic • Flexible • Positive attitude • Attention to detail • A high degree of self-motivation and discipline • Commitment to ongoing CPD 		Application Interview References

	<ul style="list-style-type: none">• Ability to work in a changing and flexible organisation• Ability to assess situations, act on own initiative and justify decision-making• Ability to build rapport with people from all backgrounds, of all abilities, and of all ages		
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