

## Job Description

Job title:	Advertising Officer
Location:	Icon's main office, London
Responsible to:	Business Manager
Hours:	Part-time, 7 hours per week on Thursdays <sup>1</sup>
Salary:	£25,000 to £26,000 per annum full-time equivalent depending on experience plus 6% pension contribution
Term:	Fixed-term, 6 months from 16 <sup>th</sup> March 2019
Closing Date:	Sunday 17 <sup>th</sup> February 2019
Interview Date:	Wednesday 27 <sup>th</sup> February 2019

Icon is a UK charity and membership organisation which brings together those with a passion for the care of cultural heritage. We champion the value and practice of cultural heritage conservation. Our mission is to support:

- Advocacy – through influencing our partners
- Excellence – through building knowledge, high standards and valuing the profession
- Engagement – through encouraging public awareness and participation

For more information, please visit [www.icon.org.uk](http://www.icon.org.uk)

### **Purpose of the job:**

The purpose of the job is to secure and administer on-line and printed advertising income which is vital to Icon's financial success. This also provides a service to members and the public in bringing to their attention job vacancies, products and services. The advertising income budget is £60,000 per year.

This post is being advertised as a short-term contract as Icon is in the process of reviewing administration, finance and advertising roles, which may result in the creation a new post or posts in October 2019.

### **Main duties and responsibilities:**

- 1 Selling and administering advertising in Iconnect Jobs and the Jobs section of the Icon website, including
  - a) Receiving job vacancy advertisements, normally by the Wednesday deadline, checking them for completeness and accuracy and compliance with Icon's salary guidelines;

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<sup>1</sup> This is the day to fit in with the weekly Iconnect Jobs schedule

- b) Working with the advertisers quickly and effectively to address any issues and finalise the copy for Iconnect Jobs messages and website advertisements;
  - c) Post the advertisements on the Icon website and
  - d) Set up the Iconnect mailing and schedule it to be sent on Friday mornings;
- 2 Selling and administering printed advertising in Icon News, the Journal of the Institute of Conservation and our main conference. This includes:
- a) Working with existing advertisers in the Journal and Icon News, negotiating and booking space with them;
  - b) Identifying, approaching and cultivating potential new advertisers and negotiating and selling space to them;
  - c) Keeping advertisers informed of copy deadlines, checking their copy and artwork and forwarding it to the printers and publishers and
  - d) Liaising with the Editors of Icon News and the Journal regarding the amount of space sold, position etc.
- 3 Assisting the Business Manager and Administration Officer in their credit control role, where it relates to advertising.
- 4 Undertaking any other responsibilities that may be reasonably requested by your line manager.

SG 31.01.2019

<b>Adverting Officer Person Specification</b>	
<b>Training, experience and qualifications</b>	
<b>Essential:</b> <ul style="list-style-type: none"> <li>• Qualified to 'A' level or equivalent and GCSE Grade C or above in English and Mathematics</li> <li>• Experience of working in an office environment</li> <li>• Experience of working in a customer service / public facing role</li> </ul>	<b>Desirable:</b> <ul style="list-style-type: none"> <li>• Experience of working in advertising sales</li> <li>• Experience working in a charity</li> </ul>
<b>Knowledge and skills</b>	
<b>Essential:</b> <ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills, in particular the ability to check copy and agree corrections for advertising</li> <li>• Skilled in using all relevant software effectively</li> <li>• Track record of working closely and collaboratively with a range of colleagues</li> </ul>	<b>Desirable:</b> <ul style="list-style-type: none"> <li>• Knowledge of the cultural heritage conservation sector</li> </ul>
<b>Interpersonal skills</b>	
<b>Essential:</b> <ul style="list-style-type: none"> <li>• Energy, initiative and resourcefulness</li> <li>• Diplomacy and tact in sensitive situations</li> <li>• Personable manner and ability to build and maintain positive customer relationships</li> </ul>	<b>Desirable:</b>

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