

Marketing and Communications Officer

Job Description

Job title:	Marketing and Communications Officer
Salary:	£28,000 to £31,000 pro rata, depending on skills and experience, plus a 6% employer pension contribution.
Contract:	Permanent
Hours:	Part-time (0.6FTE)
Location:	Hybrid (London office and remote)
Annual leave:	25 days per annum (pro rata)

About Icon

Icon, the Institute of Conservation, is a charity and professional membership organisation dedicated to safeguarding cultural heritage and championing the value of conservation.

Icon's vision is to protect, preserve and promote our treasured cultural heritage through cultivating skilled conservation professionals, supporting meaningful collaboration across the cultural heritage sector, and delivering public benefit through engagement and advocacy.

Icon's mission is to represent and support the practice and profession of conservation by promoting the public value of caring for cultural heritage and upholding high standards and ethics in conservation practice.

Icon ensures that the guardians and owners of objects, buildings and collections can access knowledgeable and passionate professionals who will help them safeguard the physical remains of our past for the future.

With a membership of almost 2,500 individuals and organisations, Icon brings together conservators working in all disciplines as well as conservation scientists, educators and many others with an interest in conservation. Icon's membership takes an active part in the running of the organisation and the delivery of services to members. Icon has 28 specialist interest groups each of which runs an active programme of lectures, training and social events for members.

About the role

The Marketing and Communications Officer supports the delivery of Icon's strategic objectives by developing and delivering integrated marketing and communications activity that strengthens member engagement, grows membership, promotes the value of conservation and raises Icon's profile across the heritage sector.

The post-holder will run the day-to-day delivery of communications across digital and print channels, ensuring that all communications are audience-focused, engaging, accessible and aligned with Icon's strategic priorities.

Working closely with the Marketing and Membership Manager, the post-holder will deliver integrated communications campaigns aligned to Icon's Advocacy Pillars and Business plan

This role is based at Icon's office in Clerkenwell, London. Icon operates a hybrid working policy, which requires staff to be in the office at one to two days per week for part time positions, with the flexibility to work remotely for the remainder.

The post-holder will report directly to the Marketing and Membership Manager.

Specific duties:

- Deliver integrated marketing and communications campaigns that support Icon's Business Plan, Advocacy Pillars and organisational priorities, coordinating communications schedules and activity across channels to ensure effective delivery.
- Develop and deliver targeted communications for a range of audiences using audience insight and segmentation to maximise engagement and impact.
- Promote Icon's advocacy work, events, conferences, training and partnership activities through coordinated communications and marketing activity.
- Ensure all communications reflect Icon's brand, editorial standards, tone of voice and key messages, maintaining consistency across all channels and audiences.
- Manage the Icon website and deliver engaging content across online, email marketing and social media channels, ensuring content is accurate, accessible, user-focused and aligned with SEO and digital best practice.
- Create compelling content and stories including case studies, interviews and impact-focused features that showcase members, conservation projects, the wider profession and the impact of Icon's work.
- Develop high-quality marketing materials and digital content to support membership, training, events, advocacy campaigns and wider organisational initiatives, driving engagement across multiple channels.
- Support the delivery of membership recruitment, retention and engagement campaigns.
- Work collaboratively with staff, members, volunteers and external partners to maximise the impact of Icon's communications.
- Monitor and evaluate website, email and social media performance, producing regular reports against agreed objectives and KPIs.
- Contribute positively to the continuous improvement of communications, marketing and member engagement activities.
- Undertake any other duties reasonably requested by the Chief Executive and the Policy and Programmes Director.

Person Specification	
Training, experience and qualifications	
Essential: • Experience delivering marketing and communications activity across multiple channels. • Experience managing websites using a Content Management System. • Experience using email marketing platforms. • Experience creating, editing and managing engaging content across websites, email marketing, social media and other communications channels. • Experience monitoring digital performance using analytics and reporting on outcomes. • Experience supporting marketing campaigns and audience engagement initiatives. • Experience working collaboratively across teams to deliver communications objectives.	Desirable: • Experience working within a charity, membership organisation or professional body. • Experience supporting events, conferences or public engagement activity. • Qualification in communications, marketing, digital media or a related discipline.
Knowledge and skills	
Essential: • Excellent written and verbal communication skills, with strong copywriting, editing and digital communications capabilities. • Excellent organisational skills, with the ability to manage competing priorities and meet deadlines. • Ability to interpret data and analytics to inform communications planning. • Good understanding of social media platforms and digital marketing.	Desirable: • Knowledge of the heritage, museums or conservation sector. • Understanding of membership organisations. • Knowledge of SEO and digital accessibility. • Experience using design software such as Canva or Adobe Creative Suite.
Other	
Essential: • Strong interpersonal skills with the ability to build effective working relationships. • Collaborative approach to working with colleagues, members and volunteers.	Desirable: • Passion for heritage, museums and conservation.

• Commitment to excellent customer service. • Ability to work independently while contributing positively to a small team. • Commitment to equality, diversity and inclusion. • Willing to travel to attend Icon events and sector functions.	
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To apply: Please visit [Icon's website](#) to download the application form for this role. If there are any reasonable adjustments we can make to support your application for this post, please email recruitment@icon.org.uk

Application Deadline: 17 August 2026, 9am

Professional Development: As an organisation committed to championing conservation and supporting the careers of our conservator and heritage professional members, we are equally committed to supporting Icon staff with continuing professional development through both access to Icon training opportunities and external development opportunities.

Equality, Diversity and Inclusion: Being inclusive is one of our core values. As an organisation Icon values diversity and recognises that the broad range of backgrounds, experiences, views, beliefs and cultures represented within our staff, trustees and membership greatly enhances our organisation. Icon is therefore committed to supporting, developing and promoting equality, diversity and inclusion in all its activities. We aim to ensure that opportunities are open to all those who are passionate about caring for heritage.