

**PASSIONATE ABOUT HERITAGE RAILWAYS**

**Swanage Railway is an award-winning railway carrying over 200,000 passengers a year, on its heritage services, making it one of the leading tourist attractions in Dorset.**

**Working as part of a team, you’ll join people who are passionate about delivering safe, reliable and punctual train services using our steam and diesel locomotives**.

**The Role**

The **Marketing and Communications Manager** will be responsible for designing and delivering impactful marketing, branding, and communication strategies to promote Swanage Railway and its visitor experience. This is a key leadership role that will shape how we connect with visitors, stakeholders, staff, and volunteers alike.

The role combines creativity, strategic thinking, and hands-on delivery—working collaboratively across departments and with a growing volunteer team to raise our profile, strengthen our brand, and ensure internal and external communications are engaging, effective, and aligned with the railway’s evolving vision and values.

# The person

# • Degree in Marketing, Communications, or a related field, or equivalent experience.

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| • Experience working in the heritage, tourism, leisure, or not-for-profit sector. |
| • Understanding of working with volunteers or in a volunteer-driven organisation. |
| • Eye for design, content, and storytelling that brings a brand to life.  • Experience working with design tools or liaising with creative suppliers. |
| • Understanding of the Dorset tourism market or local community landscape. |

# Swanage Railway

# Salary range £33,000 to £ 33,705 subject to skills and experience.

* 40-hour week (including flexible hours and days)
* 30 days holiday including statutory bank holidays
* Contributory pension scheme subject to conditions
* Staff Discounts and free parking
* Leisure travel facilities for national rail train travel

**Closing Date: 12thMay 2025**

**Interview Date: W/C 19th May 2025**

**How to apply**

Please contact Lorna Lock at [recruitment@swanagerailway.co.uk](mailto:recruitment@swanagerailway.co.uk) for an information pack.