



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.**

- 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: 12th May 2025

Interview Date: W/C 19th May 2025

How to apply

Please contact Lorna Lock at recruitment@swanagerailway.co.uk for an information pack.