

Job Description

Job Title	Marketing Manager (full-time)
Department	Marketing
Reporting to	Director

Background

The National Maritime Museum Cornwall's mission is to be a place where people come to enrich their understanding of the sea, and Cornwall, and our vision is to become a nationally significant museum in Cornwall. We achieve this ambitious agenda through our programming, especially our special temporary exhibitions, which provide an opportunity to display rare objects from around the world to tell local, national and international stories.

Summary

Working closely with the Director and Senior Management Team, you will play a vital role in delivering our mission and vision. In particular you will be responsible for the development, delivery and evaluation of an integrated marketing and communications strategy. You will have overall responsibility for all marketing and public relations for the Museum using all available channels. The post holder will also ensure marketing campaigns are targeted at key markets based on front end surveys and audience research.

This is a standalone marketing role which will require you to develop and execute an effective marketing strategy which extends the Museum's reach, raising our profile and encouraging visitors to the Museum.

By measuring and evaluating the return on investment, you will ensure that all marketing activity is aligned with our overall objectives, effectively targeted and of the highest quality.

Job Priorities

Marketing

- Lead on the development, implementation and evaluation of an integrated annual marketing and communications strategy
- Manage the overall brand, value and image of the Museum
- Oversee all creative marketing campaigns ensuring they are designed and delivered on-time, and within budget (digital, print, PR and outdoors), to promote exhibitions, programming, learning and commercial

- Understand our various audiences and to use audience segmentation to inform advertising activity
- Develop and oversee the implementation of marketing campaigns to deliver target audiences and engagement
- Oversee and coordinate the content and design of *FATHOM*, our annual journal of writing, art and photography
- Develop front end marketing surveys, in order to collect and analyse audience research which includes managing a small team of Market Researchers
- Use visitor surveys and other tools to evaluate and measure visitor profile, in order to identify marketing direction
- Identify, design, negotiate and implement the Museum's marketing plan including our main annual promotional leaflet, advertisements and other appropriate channels
- Work closely with colleagues from Visitor Experience, commercial and learning, to offer marketing support
- Manage and monitor the marketing budgets, as agreed with the Director, providing regular accurate forecasts
- Develop new marketing literature, liaising with printers to ensure material is produced according to our brand image, to a high-quality and within agreed timescale
- Develop and manage the distribution of all Museum literature to all appropriate sources
- Responsibility for all in-house press photography and manage photo shoots, maintain media image library

Public Relations

- Develop, plan and oversee media events including exhibition launches, private views, press launches and other high profile occasions
- Build strong press relationships, including international, national, regional and local journalists and promote the Museum across a variety of media
- Manage the Museum's public relations activity by acting as a media spokesperson when appropriate
- Identify and develop media stories and features and target to appropriate audiences in order to maximise the potential for increased awareness of the Museum and its activities
- Build partnerships with third party individuals and organisations to ensure the Museums brand and promotional reach
- Identify and manage award campaigns and other PR initiatives

Digital Marketing/Website

- Manage and update the Museum website, keep content up-to-date, identifying relevant opportunities for promoting exhibitions and events and maintain search engine optimisation
- Develop, manage and deliver all digital marketing including e-marketing campaigns and on-line advertising
- Produce and generate monthly e-mailings, growing our email database over time
- Working with external producers, develop, manage and deliver video marketing
- Manage the Museum's online presence to best effect through all social media channels, including Facebook and Twitter
- Ensure third party websites are up-to-date with our current offer
- Assist colleagues to update website content relevant to their section, when required
- Regularly monitor and respond to visitor comments on Trip Advisor

General

- Evaluate all marketing and PR campaigns and report directly to the Director
- Produce a quarterly Board Paper on marketing/PR activity
- Maintain an archive of all Museum material and press coverage
- The Marketing Manager is part of the Senior Management Team and will act as the Museum's media advisor, coordinating staff in contact with the media to ensure appropriate delivery of the key messages

Competencies

Essential

- Marketing qualification (or working towards) CIM or equivalent qualification/degree
- Significant demonstrable experience of managing integrated marketing and communications
- Knowledge and experience of using digital innovation, social media platforms and content to drive engagement
- Digital focused; proficient use in online marketing channels, including Facebook and Twitter
- Experience of maintaining and supporting a website
- Proven experience of media/Google advertising and the use of Google analytics
- A creative and entrepreneurial approach, with the ability to think and plan strategically and anticipate future trends
- Proven ability to effectively implement a brand through all activity including the application of visual identify
- Experience in the creation and delivery of effective marketing/PR campaigns
- Experience of working with PR agency/freelancers
- Excellent communication and interpersonal skills, both written and verbal
- Excellent attention to detail and accuracy
- The ability to manage budget responsibilities; working within and controlling budgets
- The ability to plan, prioritise and deliver exceptional work to deadlines, with experience of using a wide range of IT packages
- Excellent administrative and organisational skills; ability to manage a varied workload

Desirable

- Experience of delivering marketing campaigns preferably within a visitor attraction, leisure, travel or tourism environment
- Experience of using Adobe Indesign and/or Photoshop
- Experience of Wordpress and/or MailChimp