

National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

Post: Marketing Manager

Post No: NAM 805

Reports to: Head of Marketing and Communications

Job role

To work within the Marketing and Communications team and take the tactical lead on all marketing activity to promote the National Army Museum's profile and its activities (including public programme, exhibitions, learning programme and commercial activities), ultimately driving visitor footfall.

Job Description

The post-holder is responsible for:

1. Planning and Implementation

- (a) Informing, developing and implementing integrated marketing and communication strategies that meet the objectives of the Museum's Strategic Plan, Business Plan and Audience Development Plan and help achieve set KPI's and targets.
- (b) Managing the tactical planning and implementation of marketing activities, including digital and social, in consultation with the wider Marketing & Comms team, to support the Museum's integrated communications strategies.
- (c) Working with the Museum's Fundraising and Commercial teams to support the development and delivery of tactical marketing campaigns that support NAM's financial targets.
- (d) Working closely with the Digital Marketing Executive, Digital team, external contractors and suppliers to develop and deliver strategies to increase digital engagement.
- (e) In consultation with the Head of Marketing & Communications, planning and managing marketing budgets in line with the objectives of the Museum's Business Plan.

2. Marketing

- (a) Working with the Museum's Market Research partners to monitor and evaluate NAM's online and offline visitors and segments, reporting and identifying trends.

- (b) Working with the IT team to ensure that customer data is properly obtained and recorded in the Museum's Customer Relationship Management (CRM) system and utilised so that the Museum achieves maximum marketing potential from the system.
- (c) Managing the creation and delivery of all online and offline marketing content including the production of advertising, leaflets, posters, events brochures, e-newsletters etc. and liaising with external suppliers including printers, distributors, mailing houses where needed.
- (d) Day to day management of appointed marketing agencies (such as media buying, advertising and creative agencies) in the allocation of Museum resources to deliver the marketing and communication strategies.
- (e) Acting as a brand guardian, liaising with the internal designers to maintain quality control for visual identity, brand messaging and essence.
- (f) Liaison with the travel trade and Groups marketing to support and develop marketing activities, promoting awareness and footfall against key audience targets.
- (g) Managing the Content Calendar for the business (working with marcomms colleagues to coordinate activity). Working with internal stakeholders to develop and edit relevant content for offline and online channels.
- (h) Set and monitor activity and targets, evaluating activity, measuring impact and Return on Investment (ROI).
- (i) Overseeing a rolling schedule of digital and social content and where needed, working with the Digital Marketing executive to create written, video and digital assets to support this.

4. Advocacy

- (a) Representing the Museum at external fairs, events and conventions and evening and weekend events as required.
- (b) Researching potential stakeholders and building effective relationships with them.
- (c) Representing the Museum on external teams and committees, for example the National Museum Directors Marketing group.

- (d) Responding to public enquiries relating to Marketing and Communications when required.

5. Resource Management

- (a) Managing the Digital Marketing Executive and motivating, managing and training designated Museum staff, contractors, apprentices and volunteers, exercising a proper duty of care over them.
- (b) Managing the work programmes of junior staff (specifically the Digital Marketing Executive), apprentices and volunteers in the Marketing and Communications department when required, ensuring that volunteers undertake a useful and rewarding programme of work that is beneficial both to the function of the department and to the volunteers.
- (c) Allocating and managing budgets for specific projects within agreed resources. Managing resources to ensure projects are delivered on time and on budget.
- (d) Appointing and managing contractors and the procurement of suppliers, including writing tender documents.

6. Internal Communications

- (a) Representing the marketing function internally with the Museum and ensuring that staff are aware of marketing campaigns, activities and achievements to foster a culture of openness and sharing of success.
- (b) Assisting with the delivery of industry landscape updates across the organisation as required.
- (c) Preparing monthly reports as required to inform management team of marketing activity and ROI.
- (d) Communicating marketing procedures to effectively deliver marketing communications on time and on budget.

7. Health & Safety

Being committed to good health and safety and access practice, ensuring familiarity and compliance with Museum policies, procedures and guidelines and the health and safety of visitors, staff, volunteers and contractors at all times.

8. In addition, the post-holder is required to:

- (a) Act in every way so as to preserve the Museum's reputation and good name in all areas of its work and be fully committed to openness and transparency in all its dealings.
- (b) Ensure that the Museum's Accounting and Financial procedures are strictly adhered to and embed a culture of control and financial discipline.
- (c) To play a full part in the generation of income, and to avoid breaches of financial regularity and propriety, the misapplication of funds, or waste of resources. Effectively manage delegated budgets and projects and be responsible for the proper exercise, as instructed, of any delegated financial powers, having express regard to the Director General's appointment as the Museum's Accounting Officer; especially to promote efficient and cost-effective methods of working to keep strictly within planned budget allocations, as set by the Management Team.
- (d) Take due care to assess and manage risk, having regard to the NAM's Risk Management Policy
- (e) Carry out his/her duties in accordance with the NAM's Equal Opportunities Policy.
- (f) Travel to the Museum's Outstations at Stevenage, or any other Outstations or temporary accommodation of the NAM or institutions associated with the NAM, as instructed; other UK and some foreign travel may be required. The post-holder will also be required to work off-site.
- (g) The post-holder must co-operate fully with the Management of the NAM in pursuance of the Museum's aims, as set out in its Royal Charter, and to enhance the Museum's standing and reputation through its contacts with the public and the media. This will include membership of various development and other teams set up from time-to-time and reporting to the Director General and Management Team.
- (h) Chair Museum committees, teams and working parties, as delegated by the Director General.
- (i) Make presentations to the NAM Council (Trustees), the Director General, Management Team and members of staff.
- (j) Provide additional support to the wider marketing and communications team during busy periods as needed.
- (k) Deputise for the Head of Marketing and Communications when required.

9. The appointment is permanent (subject to a six-month probation period), working 37 hours per week (net), 5 days out of 7. Additional evening and weekend working may be required. The salary is £35,387pa inclusive. The post-holder is required to give two months' notice in resigning.
10. The appointment will be subject to a security clearance.
11. This job description sets out the key responsibilities and tasks of the post and is not exhaustive. It may alter with the changing needs of the Museum. This job description may be reviewed and updated annually.
12. The National Army Museum is an equal opportunities employer.

Justin Maciejewski, Director General
National Army Museum

March 2018

Signature..... Date.....