

Marketing Manager – Job Description

The Postal Museum is one of the newest and most exciting museum in London. We opened in 2017 and have already established the museum as a must-visit destination with award-winning experiences and marketing campaigns. Alongside hands-on exhibitions exploring over 500 years of British social and communications history, visitors can experience a subterranean ride through the tunnels of the old Post Office Underground Railway – Mail Rail. The museum welcomes over 160,000 visitors and our online content reaches almost a million users a year. We deliver award-winning learning, access and outreach programmes and provide unique experiences including popular Tunnel Walks under the streets of London. The museum also operates a children's playspace – Sorted – popular with young families and schools. Alongside all this we offer one of the most unique venues in London for corporate hire and filming locations.

Based: Central London

Salary: £33,000 - £35,000 p.a dependent on experience

Reports to: Head of Marketing and Communications

Responsible for: Social Media and PR Officer

Contract: Full-time, 35 hours, flexible working available

Start date: June 2022, negotiable

Who We Are

The Postal Museum tells the story of postal communication and its impact on a global society

What We Do

We use our collection to explore stories around communication, and to inspire everyone to make richer and more meaningful connections in their lives

Our Values Are

- Openness
- Generosity
- Innovation
- Curiosity
- Playfulness

We Will

- Be open and generous in spirit and action
 - Deliver innovation
 - Communicate our stories with clarity and playfulness
 - Be curious about people's stories and experiences
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PURPOSE OF THE JOB

This is a great opportunity to make your mark at a young museum at an exciting time in its development. The Marketing and Communications team is responsible for developing the museum's physical and online audiences through targeted campaigns, PR opportunities, brand development and online community management.

The role works with teams across the museum to showcase our unique experience, our award-winning programmes and our exciting programme of exhibitions and events.

The Marketing Manager will lead on developing and delivering innovative marketing campaigns with our media agency, growing awareness of The Postal Museum across target audiences and delivering against visitor and income targets. The post holder will manage an experienced Social Media and PR Officer and will work closely with the Web Manager and Designer/ Web Editor to deliver integrated campaigns and content. The role reports to the Head of Marketing and Communications and will input strategically to marketing, audience and brand development. The post holder acts as an expert adviser to teams across the museum on promotion of their programmes and branding, including retail, venue hire and schools.

PERSON SPECIFICATION

QUALIFICATIONS

(Desirable criteria)

- Relevant industry qualification such as a Certificate in Professional Marketing, or other relevant related qualification from a recognised industry body.

EXPERIENCE

(Essential criteria)

- Demonstrable experience of developing and implementing successful and integrated marketing campaigns.
- Demonstrable experience of managing agency relationships, particularly working with a media agency to develop and deliver campaigns.
- Demonstrable understanding and experience of digital advertising, including content-led campaigns.
- Previous experience of overseeing digital content creation and social media campaigns.
- Proven track record of delivering results against targets, preferably in a culture, heritage or entertainment environment.
- Previous budget management responsibility.
- Experience of reporting, including analysing visitor data and using findings to influence change and improvements.

(Desirable criteria)

- Line management experience.
- An understanding of the Travel Trade and Groups markets.
- An understanding of the PR landscape.

SKILLS/KNOWLEDGE

(Essential criteria)

- Experience in marketing and promotion.
- Excellent written communication skills, including spelling and grammar.
- Proven track record in developing relationships and partnerships.
- Ability to produce, report on and analyse financial and audience data.
- Experience of budgets and budgeting.
- Strong attention to detail.
- Strong negotiating, networking and presentation skills.
- Able to work across teams to maximise opportunities.
- Strong communication and relationship building skills.

(Desirable criteria)

- Proven ability to generate new business.
- Proficiency and understanding of Email Service Providers, including building marketing emails
- Proven ability to manage multiple competing tasks.

PERSON

- Results driven and motivated.
- Creative and innovative with the ability to think strategically.
- Works well as a team and confident meeting new people.
- Willing to explore new opportunities and ideas.
- Strong organisational skills and ability to identify and solve problems.
- Punctual and comfortable with working to deadlines.
- Understands the importance of great customer service.
- Flexible, positive attitude and ability to work on own initiative.

JOB DESCRIPTION

Key Responsibilities and Duties

Marketing

- Plan and manage delivery and evaluation of dynamic, innovative and results-led multi-channel marketing campaigns in support of financial, audience and charitable objectives.
- Promote and market the museum effectively to ensure growth and retention of key audiences.
- Identify and develop marketing opportunities with relevant organisations and partners.
- Manage supplier relationships and campaign budgets.
- Support marketing campaigns across the organisation with relevant teams, including retail, schools and venues.
- Work with the Web Manager to ensure marketing priorities are reflected on the website and campaigns are integrated and trackable.
- Develop content for email marketing and work with the Web Manager on the growth and maintenance of marketing databases and email tactics.
- Work closely with the Designer/ Web Editor to produce on brand designs and support teams around the museum to brief new designs.
- Support the Social Media and PR Officer to develop strategies and content for online communities in line with marketing and organisational goals.
- Manage filming and photoshoots for marketing campaigns and support the Social Media and PR Officer on filming requests from media when needed.
- Work with the Ticketing and Insights Manager to approach and onboard new travel trade and group travel organisers.
- Coordinate and contribute to timely reporting for the Head of Marketing and Communications.
- With the Web Manager and Senior Curator, enhance the museum's reputation, brand and awareness of the collection by supporting the development and optimisation of online content.

Strategy and Research

- Work with the Head of Marketing and Communications on the development and delivery of the museum's Marketing and Communications strategy.

- Assist the Head of Marketing and Communications on brand development and management to ensure the integrity of the brand is maintained and its values embedded.
- Be a brand champion and deliver brand champion training to teams across the museum to improve the use of our visual and verbal identity.
- Support the museum's new audience development goals and embed new audience segmentation in media planning and content development.
- Manage audience research projects as necessary i.e. visitor surveys and focus groups.
- Undertake market research projects as required.
- Actively contribute to organisation-wide strategic priorities including Environmental Sustainability and Diversity and Inclusion.

Management

- Line management of an experienced Social Media and PR Officer. The Social Media and PR Officer is supported on press delivery by the Head of Marketing and Communications and freelance press support.
- Manage external agencies, including the museum's media agency, tourism agency, video agency and distribution.
- Manage relationships with partners, including tourism, destination and travel trade partners.
- Deputise for the Head of Marketing and Communications as required.

WORKING CONDITIONS

This position may require an enhanced DBS check which will reveal any unspent convictions. A criminal record may not necessarily be a bar to placement, as any decision will be treated on its merits and individual circumstances subject to the museum's overriding obligations to protect the children and vulnerable adults in its charge, members of the public, the safety of the museum's staff and the Collection.

The postholder will be expected to monitor and report on their work as directed by their line manager. The postholder will be expected to pick up ad hoc duties as required.

Flexible working options are available including some remote working. Occasional weekend and out of office hours working may be required. The postholder will be expected to work to office guidelines on handling, health and safety, lone working, etc. as advised, taking responsibility as appropriate.

All staff have access to a range of employee benefits including a cycle to work scheme, employee assistance programme and a range of discounts from retail and entertainment to health and wellbeing.

TO APPLY: Please send your completed application form and the equal opportunities form to applications@postalmuseum.org

CLOSING DATE: Tuesday 26 April 2022, 10am

INTERVIEWS: w/c 2 May 2022. If required, second round interviews to be held w/c 9 May 2022.