

Job title: Programmes & Marketing Manager		
CATEGORY	ESSENTIAL	ADVANTAGEOUS
Education and qualifications	<ul style="list-style-type: none"> <li>• Current valid driving licence and reliable form of transport to the Museum at all hours</li> </ul>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> <li>• Qualifications in another relevant fields (marketing, event management, education, community engagement etc)</li> <li>• Vocational qualifications in relevant fields</li> <li>• Health &amp; Safety qualification</li> </ul>
Experience (including voluntary)	<ul style="list-style-type: none"> <li>• At least 2 years experience working in marketing and public relations in a similar environment (charity, visitor attraction, social enterprise etc)</li> <li>• Experience of producing targeted marketing campaigns &amp; promotions for specific audiences with successful results</li> <li>• Experience prioritising and managing multiple tasks and projects simultaneously</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of event management, from planning to delivery of medium or large-scale events</li> <li>• Experience of managing a complex business/charity website (including online sales/ticketing) and social media accounts</li> <li>• Experience of using WordPress, Mailchimp, Survey Monkey and CRM or data systems</li> <li>• Experience working in community engagement or a cultural/arts/heritage environment</li> </ul>
Job-related skills and knowledge <i>(these should be demonstrable)</i>	<ul style="list-style-type: none"> <li>• Good financial management skills with the ability to make effective use of limited budgets</li> <li>• Well organised and excellent time-management skills with experience of working to tight deadlines</li> <li>• A high level of IT skills and recent use of Microsoft Office packages, Word, Outlook, Excel and regular Internet user</li> <li>• Awareness of Health &amp; Safety Legislation</li> <li>• Understanding of safeguarding issues</li> <li>• Understanding of equality and diversity</li> <li>• Understanding of profit &amp; loss</li> <li>• Awareness of confidentiality and data protection (GDPR)</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of cultural audience segmentation and marketing methods</li> <li>• Understanding of product development</li> <li>• Knowledge of education/learning/ curriculum</li> <li>• Understanding of the purpose and benefits of volunteering to both the volunteer and organisation</li> <li>• Strong administration skills and able to both create and adapt systems and processes</li> <li>• Dealing with contracts and their terms and conditions</li> </ul>
Interpersonal skills	<ul style="list-style-type: none"> <li>• Excellent communication skills, both verbal and written, with attention to detail and accuracy</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of line-management and motivating staff teams and ability to delegate effectively</li> <li>• Experience of delivering high quality customer service both personally and through a team</li> </ul>
Personal attributes	<ul style="list-style-type: none"> <li>• Interest in heritage, museums and/or historic buildings</li> <li>• A passion for the work of the Museum and its future development</li> <li>• Entrepreneurial attitude – able to see opportunities to introduce new products or services and generate profits from them within an overall strategy</li> </ul>	