

# Head of Marketing



<b>Job title:</b>	Head of Marketing (Maternity Cover)
<b>Reporting to:</b>	Development, Engagement and Marketing Director
<b>Location:</b>	Mary Rose Trust, H M Naval Base, Portsmouth
<b>Salary:</b>	circa £35,000 (dependent on experience)
<b>Hours:</b>	37 hours per week, usually Monday—Friday, although occasional weekend/ evening working may be required
<b>Contract type:</b>	Fixed Term to cover Maternity leave, starting 1st July 2024 until the end of April 2025
<b>Line manager to:</b>	Digital Marketing Coordinator and Marketing Coordinator
<b>Key relationships:</b>	Sales Manager, NMRN Brand and Marketing Lead and PHD Campaign Manager

## The role

### Job purpose

Working closely with the Development, Engagement and Marketing Director, the Head of Marketing is responsible for the strategic execution of multi-channel marketing campaigns for Mary Rose Trust and Portsmouth Historic Dockyard, with the aim of ensuring ticket sales, footfall and revenue to the renowned museum and visitor attraction: The Mary Rose Museum.

### Responsibilities

#### **Core responsibilities:**

- Writing, communicating and executing marketing strategy for Mary Rose Trust and Portsmouth Historic Dockyard
- Ensuring the delivery of multi-channel marketing campaigns for Mary Rose Trust and Portsmouth Historic Dockyard
- Act as brand champion and protector for Mary Rose Trust, ensuring that brand identity is maintained across all promotional platforms, as well as on site
- Manage the strategic marketing function within Mary Rose Trust, including the promotion of key organisational initiatives such as fundraising, operations, archaeology, science and programming

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## Responsibilities in further detail:

- Direct the delivery of multi-channel marketing campaigns, including the use of out-of-home, broadcast, social media, print, digital and distribution
- Direct marketing strategy for Mary Rose Trust, keeping up to date with marketing trends and best practice, and make recommendations to the Trust
- Work alongside other departments to promote their initiatives, which could include, but is not limited to: Education, Fundraising, Hospitality, Retail, Operations and Conservation/Collections
- Drive footfall, revenue and secondary spend through creative and strategic brand and marketing activity
- Generate and nurture relationships with tourism partners and affiliates with the aim of extending promotional scope
- Seek new advertising opportunities and work closely with joint PHD marketing team and advertising suppliers to ensure the best locations, spots and rates
- Direct marketing analysis/reporting, including evaluation on effective marketing channels/ advertising, and report back to Executive Team and Board
- Manage relationships with external suppliers and agencies, including, but not limited to, graphic design, photography, printing, media buying, digital marketing and web development
- Graphic design (on occasion), using Adobe Creative Cloud and Microsoft Publisher
- Overseeing email marketing, working with Marketing Coordinator to drive subscriber sign-ups, open rates and click-through rates, and reporting on successes
- Support for PR, including media/event relations (on occasion)
- Overseeing digital channels, working closely with the Digital Marketing Coordinator to ensure website and social media remains up to date, on brand and is reported on regularly
- Act as a champion for marketing within the organisation, aiding and educating other departments on how best these marketing channels can be used to further the objectives of the Trust

## Knowledge and experience

### Required:

- Experience managing large marketing budgets and delivering large income targets
- Line management experience
- Experience of writing, delivering and reporting on marketing strategy and advertising plans

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- Digital marketing experience, specifically using WordPress CMS, and directing PPC and SEO digital marketing campaigns
- Experience of working with external agencies

## **Ideal but not essential:**

- Experience working within the heritage and culture or visitor attraction/tourism sectors
- Experience in PR and working with media
- 5+ years experience in Marketing

## **How to apply**

**Closing date for applications:** Tuesday 25th April 2024

### **Applications process:**

To apply, please send a CV and cover letter to Pippa Bostock, Development, Engagement and Marketing Director via email: [p.bostock@maryrose.org](mailto:p.bostock@maryrose.org).

All successful applicants will be contacted during the week commencing 29th April. Interviews will take place on 9th May.

Trust benefits include:

- Enhanced holiday
- Complimentary Tickets
- Retail and ticket discounts
- Free parking
- Employee Assistance Programme

We welcome and encourage applications from people of all backgrounds. We do not discriminate on the basis of disability, race, ethnicity, gender, gender reassignment, religion, sexual orientation, age, veteran status or other category protected by law.

Please note this role is subject to basic Disclosure and Barring Service (DBS) check as part of Naval Base Security Clearance.

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