



Job description for Head of Marketing

You will be responsible for:

Strongly audience focussed, the Head of Marketing will ensure that the Mary Rose's marketing and digital offer is delivering for all the needs of the different customer segments. Head of Marketing is responsible for consumer marketing, leading on campaigns, the website, promotions, marketing initiatives and programming. Working alongside colleagues in the National Museum of the Royal Navy the post holder will be responsible for the destination marketing of Portsmouth Historic Dockyard and be an integral part of the Portsmouth Historic Dockyard Operations Ltd Wider Marketing Team.

What you will deliver

It's about managing financial and resource targets: You will set and deliver stretching financial budgets, analyse performance and maximise sales and yield across PHD ticket sales. You will work with stakeholders to ensure varied and balanced marketing campaigns are in place to maximise sales for peak and off peak selling periods. You will manage marketing budgets effectively, reporting regularly to COD.

It's about helping to develop the business: You will identify opportunities to drive income and innovation, harnessing ideas from the team, audience insight and visitor feedback. You will ensure that targeted, audience focussed programming is created and delivered to give reasons for visit. You will ensure that the Mary Rose's customer experience is excellent, from initial interest to successful visit and post visit; using audience data be the ambassador for meeting the needs of the different customer segments.

It's about working safely and securely: Working alongside the guest experience team and safety advisor you will ensure that you minimise risk to visitors, staff, volunteers and contractors. You will ensure compliance with all statutory and legal requirements.

It's about managing and leading: You will create a great environment for your team of staff and volunteers to work and develop. Providing support, inspiration and clear objectives. You will coordinate the work of members of the joint PHD team, that are working on campaigns you are leading on. You will ensure the teams are well briefed on what is happening at the Mary Rose and on joint initiatives.

It's about communication: You will be the Mary Rose 'brand guardian', ensuring that all material, product branding and publications/digital adhere to the brand style and positioning. You will ensure Mary Rose digital channels drive visitors, are seen as best in class and share our conservation and charitable cause messaging.

It's about strategic planning: You will contribute to business planning, identifying marketing and communication needs, opportunities and resources. You will bring local and specialist knowledge to help develop marketing and programming plans that are integrated with the museum and Historic Dockyard. You will evaluate progress and look at national trends to make sure we are leading the market.

Our Vision

Establish the Mary Rose as a "Must Experience" British Icon, at the forefront of learning about Tudor Life, Maritime Archaeology and Applied Conservation Science.

Our Values

Welcoming
Spirit of Endeavour
Authentic
Emotionally intelligent
Imaginative
Bold
Enthusiastic

Where history has a heartbeat



Job description for Head of Marketing

Scale & scope of the role

Reports to: Commercial Operations Director

Line Management: Digital Marketing Coordinator and a small volunteer team.

Financial responsibility: In partnership with the NMRN as PHD deliver campaigns and consumer marketing with budgets of up to £200,000. Delivery of additional financial and resource targets.

Area of impact: Responsible for developing and leading delivery of marketing plans, Mary Rose digital including the website and working in partnership with the NMRN to deliver campaigns and annual agreed plans to drive visitors. Maintain good working relationships with the wider museum and PHD team, Hampshire Top Attractions and Portsmouth Council. Work with MR Ticket Sales Manager to maximise sales from both Mary Rose and PHD group bookings, ensuring that appropriate operational support is provided. Work with Commercial Operations Director, Head of Development, PHD stakeholders and external marketing consultant & agencies to develop marketing and PR campaigns that deliver strategy, focussing on driving visit by key market segments.

Nature of impact: Deals with varied and complex day to day issues using experience to identify solutions and operating within the guidelines and procedures set by the museum and PHD partnership. Everyday is different and you could be working on partnership campaigns for PHD, designing copy for an advert, choosing the best consumer marketing locations, making sure our website and social media are at their full potential or supporting events in the museum. Enabling us to make the most of the museum, PHD and of wider engagement partnership locally, nationally and for overseas visitors.

Working environment: Predominately a Historic Dockyard based role but can work flexibly a day a week. May work across the museum visitor business when required. Working hours will sometimes be required at weekend, bank holidays and evenings.

Knowledge, skills & experience needed

- People management skills, supporting the setting of individual objectives and providing feedback for performance and development reviews.
- Track record of managing and directing ticketing and promotional partnerships that drive profitability within the visitor attraction / heritage industry.
- Experience of consumer and digital marketing.
- Strong people skills enabling good partnership relationships.
- Good financial acumen to maximise best use of budgets and resources.
- Experience of working with external marketing agencies and external contractors to deliver work eg website.
- Ability to analyse business data and draw evidenced conclusions for implementation.
- Experienced negotiator and proven success in a matrix organisation.
- Management of operational risk and compliance.
- Strong written and verbal communication skills.
- Competent IT skills, previous experience with digital systems.
- Ability to juggle multiple priorities and get involved with whatever needs doing, calmly and effectively.
- Clear understanding of what makes a world class visitor experience and the importance of brand.

Author: Zoë Colbeck **Date:** 18th August 2021 **Version:** final