

Campaign Manager



Job title:	Campaign Manager
Reporting to:	Sales and Marketing Director
Salary:	£30,000 - £33,000, depending on experience
Location:	Mary Rose Trust, HM Naval Base, Portsmouth
Hours:	37 hours per week, usually Monday—Friday, although occasional weekend/ evening working may be required
Contract type:	Permanent
Key relationships:	Internal: Sales and Marketing Business Unit, Visitor Centre Team, Finance. External: Portsmouth Historic Dockyard, National Museum of the Royal Navy, Portsmouth Historic Quarter, Marketing suppliers/agencies.

Key Facts

Key Measures	PHD Visitor Income & Visitor Numbers	Direct Reports	N/A
Other Measures	Website (MRT & PHD), Social Media.	Non-Direct Reports (wider BU Team)	N/A

Purpose of Role

The role of Campaign Manager supports the Sales and Marketing Business Unit to ensure that the campaign administration for Portsmouth Historic Dockyard is efficiently and effectively undertaken. Managing the day-to-day tasks including liaising with suppliers, agencies and media to ensure effective marketing and sales for PHD. They will play a key role in supporting the Mary Rose Trust in driving revenue.

Responsibilities and duties:

Marketing

- Assist with the creation and delivery of marketing materials for MRT and PHD as needed.
- Together with the wider Sales and Marketing team, assist with the implementation of PHD's marketing strategy including online/offline activity, partnership activity with PHD, website, & social media.
- Work with NMRN on any joint sales, PR, and marketing activities for PHD.
- Liaising with NMRN and PHQ colleagues regarding smooth everyday operation of Marketing team.
- Support the delivery of multi-channel marketing campaigns, including the use of out-of-home, broadcast, social media, print, digital, distribution and PR
- Feed into marketing strategy for Mary Rose Trust and PHD, keeping up to date with marketing trends and best practice, and make recommendations to the Trust
- Drive footfall, revenue and secondary spend through creative and strategic brand and marketing activity
- Manage the production of print marketing materials such as leaflets, flyers, posters and banners
- Book advertising including seeking new advertising opportunities, managing deadlines and generating purchase orders
- Aid in marketing analysis/reporting, including evaluation on effective marketing channels/advertising
- Manage relationships with external suppliers and agencies, including, but not limited to, graphic design and photography
- Graphic design (on occasion), using Adobe Creative Cloud and Microsoft Publisher
- Management of email marketing, driving subscriber sign-ups, open rates and click-through rates, and reporting on successes
- Support for PR, including reporting and media/event relations
- General support for the Marketing Department

Other duties

To undertake any other duties or projects commensurate with the nature and grade of this post as required by the organisation. The post holder will be prepared to occasionally work weekend and bank holiday days, as these are the busiest times for the Mary Rose Operation, as well as occasional evening work.

Mary Rose Strategy – Business Unit Contribution



Sales and Marketing Business Unit links to these KSO:

- **Achieve Lasting Financial Sustainability**
Visitor Revenue from PHD
- **Create, Maintain and Developing a cutting edge, inspirational visitor experience**
Through the Visitor Centre
- **Conserve and Secure the collection, archive and historically authentic stories for future generations –**
Through consumer marketing and social media
As well as contributing to remaining KSO through Mary Rose Website and Social Media Marketing.

1. Experience

Essential

- Minimum of two years' experience within Marketing, ideally within a commercial environment.
- Excellent copy-writing skills, including proof-reading
- Good organisational skills and the ability to work on multiple projects simultaneously, whilst adhering to deadlines and established timeframes
- Experience of working in a complex stakeholder environment.
- Ability to work independently and organise and prioritise workload to meet challenging demands and comply with tight deadlines.
- Competent IT skills, ideally with graphic design skills
- Desirable
- Recent marketing experience within a heritage or visitor attractions environment.
- Experience of working on marketing campaigns within multifunctional teams.
- Experience delivering stretching income targets.
- Experience in Sales.

2. Skills

Essential

- Organised and methodical.
- Strong team working, team building, and motivational skills, empathy and people focus.
- Strong commercial aptitude, results focussed, analytical and highly numerate.
- Excellent written and verbal communication skills
- Skilled in working as part of a multifunctional teams.
- Negotiation and persuasion skills.
- Ability to juggle multiple priorities calmly & effectively.
- Customer and audience focussed.
- IT, digital/social literate.
- Strong self-awareness and commitment to ongoing personal development.

Desirable

Empathy with importance of Sense of Place & authenticity of Mary Rose experience.

3. Knowledge

Essential

- Understanding of Excellence within a Visitor Attraction/Customer Experience
- Strong understanding of marketing, with knowledge of structuring a campaign.
- Understanding the complexity of a multi-organisation site.

Desirable

- Museum, Heritage Industry experience