

BATH & NORTH EAST SOMERSET COUNCIL - JOB DESCRIPTION

SERVICE AREA: Heritage Services

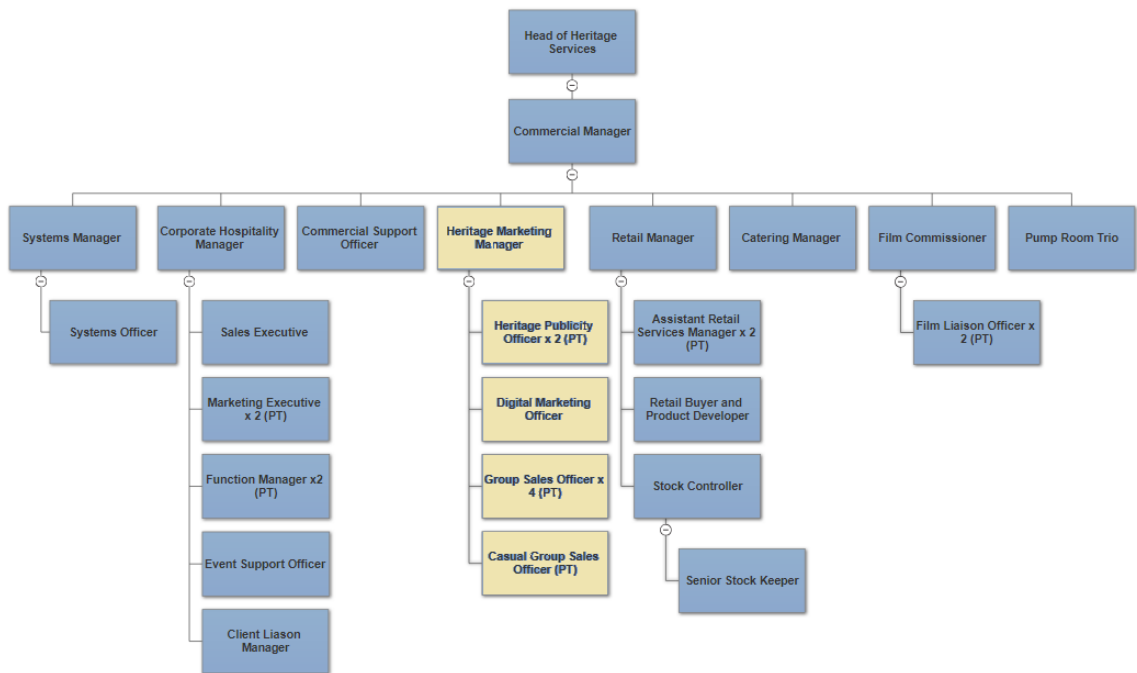
POST TITLE: Heritage Marketing Manager

POST NO: 32480

GRADE: 10

RESPONSIBLE TO: Heritage Services Commercial Manager

REPORTING TO THIS POST: Heritage Publicity Officer Post no. 32303 x 2, Digital Marketing Officer x 1 Post no. 32449; Group Sales Officer x 4 Post no. 32307, Casual Group Sales Officer x1 Post no. 32307



1. PURPOSE OF JOB

The role of Heritage Marketing Manager is crucial to the success of the museums, archives and services in the care of Heritage Services. The objective is to project a high-profile and positive image of the Council’s heritage assets and to secure maximum admission / visitor revenue for the Council in accordance with Heritage Services’ Business Plan and the Council’s Financial Plan. The post-holder has a full deputising role for the Commercial Manager.

Impact: this post makes an important contribution to the achievement of budgeted visitor revenue from all income-generating areas supporting the council’s priority for strong economy and growth, as laid out annually in the Heritage Services Business Plan and the Council’s Financial Plan, in particular by instigating effective marketing and promotional activities to communicate with potential customers and draw them to the services provided. The role supports the council’s priorities of building relationships with new customers and communicating to the community. All marketing activities are

carefully planned to give the greatest return on investment and efficiency operating within a strict allocated budget whilst ensuring sustainability for the museums.

2. PRINCIPAL ACCOUNTABILITIES

Principal Duties and Responsibilities

1. Deliver target visitor numbers across all sites in line with the Heritage Services Business Plan.
2. Develop and forecast the annual marketing budget in line with overall Heritage Services financial constraints.
3. Lead and manage the Marketing and Group Sales teams, responsible for staff development to create an efficient and highly motivated team, in accordance with the Council's Vision and Values, policy and other objectives.
4. Work collaboratively with cross-service teams on overall business improvement projects and strategies.

Service Delivery

1. Position and maintaining The Roman Baths as a top 10 UK Heritage Attraction.
2. Managing the marketing budget and providing accurate and regular reports to the Commercial Manager as required.
3. Develop the most cost effective marketing plan for Heritage Services' Museums underpinned by smart marketing, brand and digital strategies. To ensure targets are met for footfall and event ticket sales.
4. Evaluate the return on investment/impact of all marketing activity against KPIs. Use and develop audience research and performance analysis to inform strategy and to demonstrate return on investment. Create reactive marketing strategies in the event of poor performance.
5. Oversee the PR strategy including managing crisis communications. Work closely with the Council's Central Communications Team on the production and distribution of press releases. Responsible for organising press launches, promotional events and opening nights for exhibitions and new products or services. Commission, manage and develop additional PR support to work with Heritage Services as necessary.
6. Procure, develop and evaluate the effectiveness of on-site communications at Heritage Services' museums. Regularly update front-of-house staff on new products, offers and marketing campaigns across the museums.
7. Lead on marketing agency selection, procurement and management including contracts such as media buying and website development.
8. Work with relevant Destination Management Organisations to develop strategies to establish and grow market share through appropriate trade channels and develop relationships with key travel trade partners to ensure maximum exposure within domestic and international travel markets.

9. Maintain tourism expertise by monitoring the latest (best practice) industry news and trends. To be responsible for driving International sales by executing and adapting the international marketing plan for inbound markets, specifically the US and China, as well as Europe.
10. Set and review the strategy for group management annually to contribute to optimum capacity management.

Management

1. Deputise for the Commercial Manager when required and during periods of absence.
2. The Heritage Marketing Manager supports the Commercial Manager with product development by determining the viability of potential markets before the implementation of new products. Explore new packages, events and offers. Write detailed business cases for each one and a strategy for implementation.

Working in a team

1. With the Commercial Manager and Management Team, Assist in the formulation of detailed Team objectives. Attend and contribute to management / business team meetings.
2. Provide leadership and management to the Marketing and Group Sales team including the recruitment, induction, personal development, and training. Continuously seek ways to improve team motivation and performance through training, networking.

Service Development and/or Delivery

1. Work closely with Commercial Manager and other members of the Management Team, ensure the effective and efficient implementation and communication of Council policies and the achievement of the Council's objectives, in particular the objectives of the Heritage Services Business Plan and the Council's Financial Plan.
2. Support existing and develop new effective external working relationships with organisations and agencies relevant to the work of Heritage Services and the Council.
3. Participate in the development of effective and accessible communication with council colleagues, staff, and service users, residents of Bath and North East Somerset and the general public and other stakeholders as appropriate.
4. Contribute to and be an active part of co-operative working across the service and wider council in accordance with the Council's Vision and Values. To contribute to cross-service initiatives as required
5. Develop the Heritage Services brand assets and be the ultimate 'Brand Ambassador' and guardian the brands used across Heritage Services. Ensure the Council's brand identity and accessibility guidelines are adhered to on all relevant promotional print, web-based and social media communications

Other

1. Be an active participant in internal and external meetings and where necessary represent Penny Jenkins (Commercial Manager).

2. Support and advise on all elements of marketing carried out by other teams that impact Heritage Services ie. Retail, external catering partner, Bath's Historic Venues, The City of Bath World Heritage Site, Bath Film Office and Bath Record Office. Work with other teams to ensure that all aspects of the 'product' are in line with the Brand Vision (e.g. merchandise, staff knowledge, signage etc.) and visitors' needs are understood and championed.
3. Develop and maintain data protection policies and processes.
4. Represent Heritage Services at national and international events as necessary.

3. DIMENSIONS

The Heritage Marketing Manager will work within a designated service portfolio with a high degree of diversity with variable workforce compositions, business needs and priorities as outlined below.

Service budget:

Heritage Services is budgeted to generate more than £21 million in the financial year 2017-18, consisting of:

- Museum admissions (66%)
- Retail and other sales (11%)
- Hospitality income (3%)
- Catering income (4%)
- Other income (1%)

The Heritage Services profit target for the financial year 2019-20 is £8.78million, with budgeted visitor numbers of 1,394,874. To achieve this, the Service requires focused and substantial marketing and promotion to identified target markets throughout the year.

The Marketing Team has an expenditure budget of £732,041, which the Heritage Marketing Manager full responsibility of, with which to achieve this income. It is also responsible for the promotion of the Fashion Museum with target visitor numbers of 95,000 and the Victoria Art Gallery, with target visitor numbers of 165,000 in the full year.

The post holder with the Digital Marketing Officer is responsible for updates and maintenance of eight cms-driven websites:

romanbaths.co.uk
fashionmuseum.co.uk
victoriagal.org.uk
batharchives.co.uk
bathvenues.co.uk
bathmuseumsweek.co.uk
bathfilmoffice.co.uk
bathworldheritage.org.uk.

These websites use the open source Drupal platform. In addition to these websites the Roman Baths also has a .cn website hosted in China by an external company.

4. PHYSICAL EFFORT AND WORKING ENVIRONMENT

Physical Effort.

The post may possibly require occasional physical effort in transporting portable exhibition stands and other promotional materials. Reasonable workplace adjustments can be made if the post holder indicates that he/she has a condition that makes him/her unable to do this.

On occasion it is necessary to carry materials or equipment from the ground floor. Manual Handling training is provided.

Working Environment.

The post is normally office-based but some outdoor work is required, sometimes in cold, dark and damp conditions, such as in the Roman Baths. The post-holder is required to walk between the Pump Room, Assembly Rooms and Victoria Art Gallery on a regular basis (1km). The office is on the third floor of an historic building and there is no lift.

Health & Safety at Work

Employees at all levels (which for the purposes of this policy includes Councillors, volunteers and contractors working for the Council) are charged under the Health and Safety at Work, etc. Act 1974 with the duty of care for their own safety, the safety of fellow-workers, and of any other person affected by the Council's work activities. Employees also have a duty to co-operate with the Council to enable it to carry out its responsibilities and not to interfere with anything organised to promote health, safety and wellbeing. Thus, the Council looks to every employee to maintain continuous awareness of safety requirements, alertness to existing or potential hazards and awareness of the importance of working safely, minimising risk and reporting hazards.

Equalities

Bath and North East Somerset Council is committed to equality of opportunity for everyone and believes that the diversity of the local community is a major strength that contributes to the social and economic prosperity of the area.

The Council will ensure that no resident of, or visitor to the area, job applicant, employee or other person associated with the Council is treated inequitably or in an unlawful or unjustifiably discriminatory manner.

Employees have a duty to undertake their roles and ensure that they and others adhere to the Council's equalities policy and procedures.

5. GENERAL

The post-holder must be available for occasional early morning, weekend and/or evening working, in particular for filming and photography work but also for other activities as required of the post. On occasion he / she may be required to organise the participation of Heritage Services at a trade fair and take an exhibition stand to the location, set it up and staff it for one or more days at the exhibition.

6. PERSON SPECIFICATION			
POST TITLE	Heritage Marketing Manager		
QUALIFICATIONS:	Essential	Desirable	
Educated to degree level.	X		
Chartered Institute of Marketing (CIM) or Chartered Institute of Public Relations (CIPR) Qualification	X		
A Level in English		X	
Degree in Marketing or History/Arts		X	
Chartered Institute of Management (CMI) qualification		X	
PERSONAL QUALITIES			
Strong team leader with a collaborative work style	X		
The ability to be proactive, think creatively and identify development opportunities and continuing ways of improvement	X		
Strong influencing and negotiating skills	X		
Ability to cope with conflicting demands and deadlines	X		
Ability to assimilate new information quickly	X		
KNOWLEDGE & EXPERIENCE			
Ability to work cooperatively across the other departments and proven contribution to a senior leadership team	x		
Thorough understanding of either the attraction or events target market	X		
Proven experience in Leisure, Tourism, Events and Entertainment or similar industry	X		
Experience of leadership of a busy Marketing & Communications team	X		
Knowledge of the competitive tendering process		X	
Experience of managing filming and photography		X	
A thorough working knowledge of design and print processes and digital photography		X	
SKILLS & ABILITIES			
The ability and flexibility to work across and support a wide-range of services within the Council and the ability to work with other partner or commissioned organisations.	X		
Exceptional communication skills	X		
Experience of undertaking data analysis with accuracy and attention to detail	X		
Highly numerate, with the proven ability to understand, analyse, interpret and explain complicated information and data	X		
Ability to present clear and concise presentations to stakeholders and Senior Management Team Members	X		
Very high literacy and proof-reading skills, including the ability to write good advertising copy	X		

Strong IT skills including Microsoft Office and an ability to manipulate data in excel to produce relevant management information	X	
Website editing knowledge and ability to use a variety of website Content Management Systems (CMS)	X	
Creative and design skills and initiative and the ability to identify winning visual material.	X	
Good technical skills on creative computer programmes including Photoshop and In Design.		X