



**OLD ROYAL  
NAVAL COLLEGE**  
**GREENWICH**

## JOB DESCRIPTION

### JOB DETAILS

<b>Post Title:</b>	Marketing Officer – Campaigns & Brand	<b>Job Ref:</b>	ORNC -
<b>Area:</b>		<b>Location:</b>	Greenwich, London, SE10
<b>Salary:</b>	£23,000 – 26,000 (depending on experience)	<b>Status:</b>	Full time
<b>Hours:</b>	5 days a week Monday to Friday, 9am – 5pm (35 hours). The post holder may be required to work occasional weekends and bank holidays	<b>Annual Leave:</b>	25 days, exclusive of Bank Holidays
<b>Staff Management:</b>	None	<b>DBS Check Required:</b>	No
<b>Reports to:</b>	Marketing Manager		
<b>Relationships:</b>	<ul style="list-style-type: none"><li>- Travel Trade Sales and Marketing Executive</li><li>- Corporate Communications</li><li>- Head of VE, Retail and Marketing</li><li>- Commercial Events Officer</li><li>- Box Office Coordinator</li><li>- VE Manager</li><li>- Volunteer Manager</li><li>- Learning and Interpretation Team</li></ul>		
<b>Role Purpose:</b>	The Old Royal Naval College is one of London's most popular visitor attractions, at the heart of the Maritime Greenwich World Heritage Site, welcoming 1.2m visitors annually. Following our £13.5 million transformation project, we are creating a culturally relevant and vibrant visitor attraction that welcomes people of all ages and backgrounds, from near and far. We are doing this by living our values of		



**Bold | Embracing | Imaginative | Resourceful.**

The Marketing team is critical to the organisations ability to reach its ambitious visitor and ticket sales targets, and as such, the Marketing Officer – Campaigns & Digital role's main purpose covers three main areas:

- To support the Marketing Manager to devise, implement, monitor and report on imaginative and cost-effective campaigns to drive ticket sales for our visitor offer and events
- To be responsible for growing all our owned digital media by developing engaging, relevant and timely content.
- To manage the roll-out of our new brand and identity to ensure we further develop the recognition and value of our brand and support our strategic objectives.

For the full job description and person specification, please visit [www.ornc.org](http://www.ornc.org).

## A. ROLE SPECIFIC

### Objectives

- To support the Marketing Manager in devising and implementing engaging and cost-effective targeted campaigns to deliver our target visitor income and retail income, and sell out our events
- To substantially grow our digital channels through engaging content and reciprocal relationships
- To support Corporate Communications in ensuring all Press and Publicity opportunities are maximised to deliver our income target and grow our brand
- To ensure all reporting and learnings are timely and meet our weekly, monthly and quarterly reporting requirements
- To support the Marketing team in positioning the Old Royal Naval College as an extraordinary cultural destination, a place which creates rich and memorable experiences, inspires local pride and world-wide acclaim



## RESPONSIBILITIES

### Campaigns

- To support the devising and implementing of our campaigns through analysing visitor numbers and research to measure the impact of our campaigns
- Generating ideas and having an eye on what is working for similar and complementary organisations
- To ensure all campaigns are tracked, monitored and reported so that learnings are fed back internally, and we are meeting our income targets
- To pro-actively grow our reciprocal relationships with local and sectoral partners and ensure we are maximising all relevant opportunities. To grow new meaningful long-term reciprocal partnerships annually

### Digital channels

- To manage our social media channels and report on their effectiveness on a weekly, monthly and quarterly basis
- To plan and develop engaging, relevant and timely content for newsletter and digital channels to grow our channels.
- To manage and maintain website, uploading news and events, updating pages, and regular housekeeping. Coordinate content production to refresh/rejuvenate website regularly to grow website visits.
- Monitor the effectiveness of the website in delivering sales, events and leads.
- To manage social media accounts and paid social ads
- To support the management of our Google Adwords account in collaboration with appointed media agency

### Brand

- Lead the group of internal brand guardians to ensure good organisational understanding of our brand assets and tools
- Work with the Head of Marketing to ensure all teams are equipped with templates and tools to ensure uniform brand application and adherence
- Ensure adherence to brand and visual identity across the site and all communications channels
- Monitor internal and external brand use, particularly with our 3<sup>rd</sup> parties, and respond to brand feedback

### General

- To support Marketing Manager and Corporate Communications with ad hoc duties and projects as appropriate



- To produce In-house Design and photography where needed
- To maintain events calendar, producing regular What's On outputs (flyers, posters, web listings etc and ensure these are widely distributed both physically and digitally – e.g. via listings sites working with our PR agency
- To support and seek out opportunities at Site Partners Marketing Meetings and pro-actively seek out and implement opportunities with third party events.
- To support marketing and communications requirements from colleagues across the organisation – e.g. Chapel listings, promoting Learning activities, etc
- To ensure adherence to brand and visual identity across the site and all communications channels

## **6 ALL EMPLOYEES**

### **1. Leadership**

Work with colleagues to strengthen the Foundation's capability, culture and resources so that we can collectively deliver our vision and mission with confidence.

- 1.1 Support collective leadership, knowledge sharing and relationship building across the Foundation.
- 1.2 Act in accordance with the Foundation's current and future policies, procedures, guidelines and relevant codes of practice, which aim to ensure the highest possible standards of professionalism. For example, Data Protection, Employment Law, Equality, Diversity and Inclusion, Safeguarding, Health and Safety.
- 1.3 Undertake any other duties as appropriate that are commensurate with the post as may be determined from time to time by the Line Manager, or above. It should be understood that this job description may change as the Foundation develops following discussion and agreement with the post holder. The post holder will have full opportunity to discuss and be active in changes or developments.

### **2. Values**

Set an example for all colleagues by embodying and exemplifying our values in all your work: **Bold | Imaginative | Embracing | Resourceful.**

- 2.1 Observe high levels of professionalism and treat stakeholders and colleagues with courtesy, respect and dignity, always.
- 2.2 Work co-operatively with colleagues, including providing cover during absence as may be requested by your Line Manager or other colleague as delegated.



- 2.3 Actively participate as a manager and an employee of the Foundation including being available for staff and other meetings as required.
- 2.4 Avoid any action or behaviour which may conflict in any way with the Foundation's values or which may bring our organisation into disrepute.

**3. Self-development**

Ensure continuous self-development, both professionally and personally, through training, supervision and other appropriate means.

- 3.1 Develop and maintain the range of skills appropriate to the post and to keep up-to-date with good practice, publications and issues relating to your area of work or the Foundation as a whole.
- 3.2 Attend appropriate training (workshops, courses / conferences and other appropriate events), as agreed with your Line Manager or above.



### PERSON SPECIFICATION

The Greenwich Foundation for the Old Royal Naval College is committed to making appointments on merit by fair and open processes; taking account of equality, diversity inclusion.

	Essential	Desirable
<b>Qualifications, Education and Training</b>		
Degree level qualification		✓
<b>Experience, Skills and Knowledge</b>		
An excellent understanding of digital communication channels (web, email, e-commerce, advertising, PPC, mobile and social media)	✓	
An excellent understanding of online analytics tools for web, mobile and social media	[Symbol]	
An understanding of audience segmentation and campaign-targeting		✓
Excellent interpersonal skills, along with the ability to develop strong working relationships with external suppliers and internal departments	✓	
Ability to manage own workload and work unsupervised	✓	
Excellent numerical skills and ability to analyse performance and result	✓	
Proven ability to meet tight deadlines across multiple projects	✓	
Ability to creatively analyse and critique		✓
Proven ability to balance competing demands and priorities	✓	
Excellent written communication skills	✓	
Ability to make independent decisions and think quickly and decisively	✓	
Project management skills	✓	
Confidence in using Microsoft Office applications, Adobe Creative Suite, MailChimp and CRM systems	✓	



<b>Personal Qualities</b>		
A demonstrable commitment to the Foundation's values.	✓	
A commitment to and demonstration of good professionalism.	✓	
A transparent way of working.	✓	
Highly motivated and proactive, with excellent interpersonal skills.	✓	
Excellent written and oral communication skills.	✓	
Able to maintain productive working relationships with external and internal contacts and providers.	✓	
Ability to work autonomously with limited support.	✓	
A logical thinker with strong problem-solving skills.	✓	
Ability to reach decisions and judgments based upon balanced assessment of the technical, business and human factors involved.	✓	
Accurate with strong attention to detail.	✓	
Calm under pressure, flexible, friendly and helpful.	✓	
Discreet with an understanding of the need to maintain confidentiality.	✓	
Respect for equality of opportunity, diversity and inclusion with practical ideas for their implementation within the scope of the post.	✓	
Demonstrable experience and ability to work within a high performance environment and to deliver KPIs as defined.	✓	

The organisation values diversity and is committed to making appointments on merit by fair and open processes, in accordance with its equal opportunities policy.



## OUR VALUES

**Bold | Imaginative | Embracing | Resourceful**

<b>BOLD</b>	We're proud of what we have and confident to shout about it. We're adventurous with our offer and we lead our partners for everyone's benefit
<b>IMAGINATIVE</b>	We make inventive use of our resources to realise our potential
<b>EMBRACING</b>	We're warm and approachable, welcoming diverse people and ideas, and creating a positive, nurturing environment
<b>RESOURCEFUL</b>	We're flexible in our approach, resilient and responsive to new opportunities

## Supplementary Information

### About the Old Royal Naval College

The Old Royal Naval College was established in 1997 as a charity to conserve the magnificent Baroque buildings and grounds for present and future generations and to provide opportunities for wide and diverse audiences to enjoy and share its significance.

The site is of recognised significance locally, nationally and internationally due to the nature of its architecture, above and below ground, and its position within the UNESCO Maritime Greenwich World Heritage Site. The site is an intrinsic part of the townscape for local people and operates as a significant tourist destination; 1.2 million people visit the site each year.

Our ambition is to become an extraordinary cultural destination which inspires local pride and world-wide acclaim – a place which creates rich and memorable cultural experiences. We inspire and engage the public in heritage and creativity. We conserve and protect the Old Royal Naval College for the nation.

Our strategic objectives are to create and encourage:

- **Exploration:** engage visitors via a site-wide historic, architectural and spiritual experience.
- **Spectacle:** inspire the public via a stimulating artistic programme.
- **Stewardship:** conserve the fabric of our buildings, grounds and archaeology.
- **Independence:** grow a cultural business which secures our sustainable future.

The Old Royal Naval College comprises a number of heritage attractions and conference / event venues, namely: The Painted Hall, The Chapel of St Peter & St Paul, Visitor Centre (Pepys Building), learning spaces including the Clore and the Mews schools' room, Admiral's





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House, Skittle Alley & Ripley Tunnel, and Queen Mary Undercroft. The grounds and visitor routes including points of interest / photo opportunities.

### **What We Do**

We are a heritage attraction, a place of worship, learning space, retailer, concert venue, film set, picnic venue, entertainment space, conference venue, wedding venue, exhibition space, performance space, and we have a pub / bar / restaurant. Our offer covers the daytime and night time economy. Our engagement programme ensures that visitors enjoy and have memorable experiences here and includes tours, talks, 'Late' events, recitals, concerts, family activities, debates, festivals and markets. We are a space for local people, students of the University of Greenwich and Trinity Laban, and tourists from the UK and worldwide. Everything we do is guided by our values bold, imaginative, embracing and resourceful.

For a general overview of the work of the Foundation, please visit our website at: [www.ornc.org](http://www.ornc.org)