

JOB DESCRIPTION

Job Title:	Marketing Assistant Groups & Travel Trade
Reports to:	Head of Marketing & Communications
Department:	Enterprise & Visitor Experience

Purpose of the Job

The Marketing Assistant Groups & Travel Trade will work to maximise visits and income for the Royal Pavilion & Museums Trust (RPMT) through groups marketing, sales and proactive account management. The post plays a key role in delivering RPMT’s strategic direction for this business area, driving growth and income.

The role supports the creation of the marketing strategy for account and trade customers, which requires strong commercial understanding of the business, negotiation and account management experience as well as skills in development and delivery of promotional print and campaigns to target markets.

The post-holder will operate across all of RPMT’s sites

Principal Accountabilities

1. To implement, monitor and evaluate the ongoing marketing campaigns to the group and travel trade industry (including schools) devising and managing new campaigns, ticket offers, joint ticketing and other promotions to as required.
2. To liaise work with the wider Marketing and Communications team to commission graphic design assets, place promotions to groups in appropriate publications and research, commission, book and manage advertising for the groups & travel trade market.
3. To ensure travel trade and group website content, e news, promotional offers and marketing is managed on time and in accordance with the trading calendar and wider promotional and marketing plans and meets branding guidelines, quality control and accessibility requirements.
4. To maintain customer databases for groups and travel trade, including e-based databases, press lists and mailing lists and provide excellent stewardship to account holders delivering tailored communication and partnership activity.
5. To write and send a groups e marketing newsletter, devise other campaigns and manage joint ticket promotions with venues and third party ticket sellers.
6. To provide excellent stewardship of relationships with account holders and third party suppliers such as the ticket resellers, digital agencies, and other commercial partners, including, contract reviews, tendering, negotiation, renewals.
7. Work closely with the Income Generation team on all Visitor Experience functions such as bookings, customer service and third-party fulfilment to ensure a seamless customer experience, improve conversion, user engagement and brand experience and ensure opportunities for cross selling and upselling are maximised.
8. To assist with the administration and supervision of filming and photography events within the marketing office particularly directed towards groups and tourism markets.

9. To research and keep up with current trends in the international and national groups & tourism markets, and liaise with local, national and international partners to promote the Royal Pavilion as a must see destination.
10. To provide general marketing and communications support to ensure the busy office is covered and able to respond to day to day, press, media, internal and external communications and marketing support requests.
11. To work with and occasionally supervise and train, temporary staff, work placements and volunteers.

General Accountabilities

To develop practices within the Trust that uphold and develop the principles of the Trust's Equality in Employment Policy and the Equalities Policy in relation to staff and to service provision.

To be responsible for the implementation of, and compliance with, the provisions of legislation relating to the health and safety of such employees and areas of the workplace as fall under your direct control and for complying with legislation relating to such works and contracts as are within your direct responsibility.

The list of duties in the job description should not be regarded as exclusive or exhaustive. There will be other duties and requirements associated with your job and, in addition, as a term of your employment you may be required to undertake various other duties as may reasonably be required. All staff will occasionally be asked to work front-of-house across any of our sites.

All staff will have an individual work plan explaining how they are contributing to the delivery of our vision and business plan which will be updated annually. Every member of staff will work as one team looking after five sites and three gardens. They will:

- Be visitor focused and business-like.
- Be a great museum professional.
- Always be listening and learning.
- Be an ambassador for RPMT.

Your duties will be as set out in the above job description but please note that the Trust reserves the right to update your job description, from time to time, to reflect changes in, or to, your job.

You will be consulted about any proposed changes.



Royal Pavilion & Museums Trust
Brighton & Hove

PERSON SPECIFICATION

Job Title:	Marketing Assistant Groups & Travel Trade
Reports to:	Head of Marketing & Communications
Department:	Enterprise & Visitor Experience

ESSENTIAL CRITERIA

**Job Related
Education,
Qualifications and
Knowledge**

- A strong understanding of the Groups and Travel trade market in relation to Visitor attractions and tourism.
- Knowledge of particular issues related to working with the public and running services in historic buildings eg; conservation, security etc.
- Basic knowledge of Adobe Photoshop for image resizing, cropping etc.
- Good use and knowledge of eCommerce platforms, ticketing and CMS systems
- Thorough understanding gained through experience of Marketing tools and techniques

Experience

- Proven experience of working in a busy office /administrative environment
- Proven experience of working with travel trade and groups clients
- Excellent IT skills including knowledge and experience of web editing software
- Experience of record keeping and maintaining office systems and procedures Experience of working with the media.
- Experience of managing filming and photography in museums/historic properties
- Experience of account management including negotiation, upselling, client reviews preparing contract documentation

Skills and Abilities

- A results focused approach with the ability to prioritise initiatives based on impact to the business and the bottom line.
- Good project management skills with the ability to work on multiple projects simultaneously, while adhering to deadlines and established timeframes
- Ability to work under pressure, meet deadlines and have realistic appreciation of what can be achieved over the timescale, including overcoming key barriers and management of risks.
- Confidence when presenting results, insights and recommendations
- Ability to promote a mutually supportive and collaborative team working style.
- Excellent communication skills with an ability to communicate with people on all levels both inside and outside the organisation

Equalities

- To uphold and carry out the duties of the post with due regard to RPMT's Equalities and Equality in Employment Policies.

Other Requirements

- Commitment to understanding current Health and Safety legislation as it applies to the area of policy and practice as it applies in their area of work.
- Ability to manage and adhere to Health and Safety Policy, practices and instructions.
- Awareness of the need to identify and manage hazards in the area of responsibility and the ability to contribute to an assessment and management of the associated risks.
- Willingness to work weekends and evenings as required.
- Commitment to continuing professional development and a willingness to learn.