

NOTTINGHAM CASTLE

Marketing and Communications Manager

Reports to: Director of Commercial & Customer Services

Direct Line Management: Marketing and Communications Officers x2, Group, Learning & Venue Booking Administrator and occasional responsibility for trainees and volunteers.

Nottingham Castle Trust are keen to see applications from people of all backgrounds and communities and are committed to representing the diverse nature of the city. The Trust look forward to receiving applications from all suitable candidates and will conduct inclusive recruitment processes based on attitude, experience and qualifications. Nottingham Castle Trust are also committed to ensuring that no-one invited to interview should be excluded due to financial circumstances and will reimburse anyone attending interview (related costs must be supported by receipts).

Purpose of Role

Responsible for development, implementation and management of all aspects of the Marketing and Communications strategy, including the planning and management of targeted marketing and communications activity. This will be achieved using digital marketing, media plans, press and corporate communications, copywriting and content management, marketing research, production of collateral, CRM data and its usage, performance analysis and evaluation, brand guidelines, and working with external agencies, tourism bodies and travel trade.

Key Responsibilities

- Devise and develop the overall marketing and communications strategy for the Trust
- Develop and manage the overall marketing campaign schedule across the Trust
- Develop and manage marketing budgets to find efficiencies and maximise return on investment
- Develop and manage visitor and income driving marketing campaigns, incorporating all elements of the marketing mix
- Ensure all marketing collateral is on brand and that key corporate messages are integrated into marketing activity.
- To work (where required) with external agencies on the delivery of campaign creatives
- Manage (where required) marketing agency relationships (advertising and media buying) relationships: selection, briefing and overseeing day to day operational activity
- Income generation through working with travel trade and third parties, attending trade shows and sales generation events
- Lead on the development of promotions to support increased revenue
- Work with departments across the Trust to ensure our marketing campaigns are effective
- Inspire, monitor and develop the performance of direct reports; hold regular reviews, give feedback and implement relevant training where appropriate.
- Input into the annual budget setting process and ensure that costs are spent within allocated spending levels and in relation to annual budget and monthly review of actual expenditure and current year forecasts, risks and opportunities.

- Input into policies and procedures within remit of the Marketing & Communications function
- Work collaboratively with volunteers, work experience, placement participants and other members of staff; working together as a team to achieve Nottingham Castle's vision.

Accountabilities

- Visitor numbers and mix
- Quantity and level of engagements through all channels including digital
- Hospitality, retail and Learning sales
- Generating usable data on satisfaction and revenue from which to drive strategic decisions
- Return on effort and investment of initiatives
- Delivery of advance sales targets
- Be aware of all Trust policies and procedures and ensure that these are adhered to by themselves and their team.

Knowledge required

- Educated to degree level and/or with relevant professional qualifications or demonstrable relevant experience (Member of CIM/Institute of Fundraising)
- Understanding of the not-for-profit-sector, preferably showcasing a knowledge and interest in the broader arts, museum and heritage sector

Experience

- Minimum of 3 years management experience of working in a marketing/communications environment
- Significant experience in delivering high profile successful marketing campaigns
- Optimising visitor numbers and revenue in a heritage visitor attraction
- Experience of managing external agencies
- Demonstrable experience of cross departmental working.
- Budgeting and cost management experience.

Skills

- Able to combine effective strategic thinking with hands-on organisational and administrative capability
- Commercially astute, target orientated and financially literate with good attention to detail
- A creative, lateral thinker and energetic team player with a high level of enthusiasm
- Ability to develop policies and strategies for the Department and to manage, monitor and evaluate their implementation
- Target orientated with strong sales skills
- Good self-manager – natural forward planner who critically assesses own performance
- An effective leader, with a record of motivating a team
- A good ambassador with professional credibility, able to lead, network and influence at a senior level, both within and outside the Trust
- Enthusiasm for the Trust's aims and its independence, and an interest in all areas of the Trust's work
- A broad understanding of heritage and conservation issues, public engagement and customer-facing activities
- Ability to represent an organisation clearly and compellingly to different audiences
- Integrity
- Ability to work effectively with colleagues and support a working environment which attracts and retains talent

Remuneration and Terms

£ 35,000 p.a. Full time, 37.5 hours per week

Application Process

Covering letter and CV to be submitted to recruitment@nottinghamcastletrust.org by 12 noon on 28th September 2020

Interviews will be held week commencing 5th October 2020