

# NATIONAL COAL MINING MUSEUM

## **JOB DESCRIPTION: Marketing Officer**

**Reporting to:** Head of Marketing

**Responsible for:** n/a

**Salary:** £20,000 per annum

**Contract:** Permanent

The Marketing Officer will support the Head of Marketing the post-holder will assist in the overall promotion of the Museum to the general visitor, education and corporate markets with a view to increasing visitor numbers, generating income and enhancing the visitor experience.

Working early mornings, evenings and weekends is required on occasion with this role.

Occasionally situations may arise that require the post holder to perform other duties or tasks as may be reasonably requested by the Trust.

## **KEY RESPONSIBILITIES**

1. Contribute to the expansion of the Museum's visitor figures and generate income by working with the Head of Marketing to actively promote the Museum to general visitors, education visitors, corporate event organisers and groups.
2. Manage the visitor experience through digital media and facilitate meaningful interactions with users who seek to engage online, ensuring brand tone of voice is always used.
3. Develop and implement effective and attractive Social Media Plans, that create and ensure best practice.
4. Manage the day-to-day activities and co-ordinate the planning of social media activities and digital content both proactively and reactively.
5. Monitor and report on the success of Social Media Plans, to inform future strategy.

6. Work cross departmentally to investigate potential themes and stories that will demonstrate the Museum's relevance and appeal to different audiences.
7. Capture the Museum's stories, products and events using film, photography and written word ensuring it is accurate, suitable and relevant to the different audiences.
8. Update the Museum's profile and listings online, in emails and print, internally and externally as appropriate.
9. Design promotional material for on-site events.
10. Supervise external photographers, videographers and journalists on site to ensure that they can capture the Museum in the best possible way.
11. Input conference, education and general data from visitor feedback forms into the Museums online survey platform.
12. Be responsible for presentation of data in a user-friendly form which can be acted upon by different departments.
13. Work with the Visitor Welcome department to enable online ticket sales.
14. Maintain the Museum's photography permissions, research and CRM to ensure that the Museum remains GDPR compliant.

**PERSON SPECIFICATION (desirable):**

<b>Knowledge and Experience</b>
<ul style="list-style-type: none"> <li>• Knowledge and use of website content management systems</li> <li>• Extensive knowledge of Social Media platforms</li> <li>• Experience of writing effective and engaging copy for different audiences</li> <li>• Basic video recording and editing</li> <li>• Basic photography</li> <li>• Basic design using Adobe or Canva</li> <li>• Monitoring and responding to digital analytics</li> </ul>
<b>Qualifications and Training</b>
<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent experience demonstrating report writing, analysis and critical thinking</li> <li>• GCSEs in English and Maths at Grade C/4 or higher</li> </ul>
<b>Skill and Abilities</b>
<ul style="list-style-type: none"> <li>• Excellent attention to detail</li> <li>• Good Team Player</li> <li>• Flexible approach to tasks and working hours</li> <li>• Prioritising multiple tasks to deliver on schedule</li> <li>• Excellent interpersonal skills and able to build good rapport with diverse stakeholders</li> <li>• Ability to communicate verbally and written</li> </ul>

The post-holder's duties must always be carried out in accordance with the Museum's Equal Opportunities Policy and other policies designed to protect employees or the Museum's users.

It is the duty of the post-holder not to act in a prejudicial manner towards the Museum's users or employees. The post-holder should also counteract such practice or behaviour by challenging it or reporting it.

<b>Agreed By</b>	Anita O'Donovan, Head of Marketing
<b>Date of Issue</b>	19 January 2021