

<b>Job Title:</b>	New Media Marketing & Development Officer	<b>Role Profile Number:</b>	CEN69
<b>Grade/s:</b>	N	<b>Insert Date Prepared:</b>	November 2021
<b>Directorate/Group:</b>	Swindon Museums Service - Economy & Development	<b>Reporting to:</b>	Deputy Manager, Swindon Museums (Income Generation)

**Job Purpose**

To provide the highest quality new media marketing and development for Swindon Museums and to help support the wider Swindon Museums’ objectives, increasing the attendance and income to the visitor attractions, and achieve optimum levels of customer satisfaction, enjoyment and retention.

**Key Accountabilities**

- Lead on the development of a Marketing Strategy and Plan for Swindon Museums.
- Deliver the Swindon Museums Marketing Plan using appropriate media to ensure products and services are marketed effectively, and identify opportunities to use new technology.
- Lead on the creation, development and maintenance of the websites for Swindon Museums (STEAM, Lydiard House Museum and Swindon Museum & Art Gallery) ensuring a creative approach.
- Lead on the creation, development and maintenance of Swindon Museums’ social media outlets and feeds, and monitor usage.
- Liaise closely with the wider Lydiard Operations Team to ensure a coordinated approach to marketing across the Lydiard site.
- Oversee the design and production of internal and external marketing materials for Swindon Museums, liaising with designers to ensure Swindon Borough Council and Swindon Museums design standards are met.
- Under the direction of the Deputy Manager, Swindon Museums (Income Generation), to manage New Media Marketing & Development budgets.
- Working with the Events & Conferencing Team design and deliver event and conferencing promotion, and

identify opportunities to increase sponsorship and advertising revenue.

- Working with the Collections & Exhibitions Team, to promote exhibitions, identifying opportunities for external funding and sponsorship where appropriate.
- Working with the Learning & Engagement Team, to promote learning activities, including to schools, identifying opportunities for external funding and sponsorship where appropriate.
- Design and deliver e-campaigns and direct marketing opportunities within the agreed marketing, promotions and event plan. Build databases of customer information, schools, event hirers and tour operators.
- Design and develop funding and giving plans for Swindon Museums.
- To actively investigate and apply for sources of grant funding (internally and externally).
- Support other Swindon Museums team members in applying for internal and external sources of grant funding.
- Lead on the creation of a corporate partners/giving programme, ensuring that relevant team members are involved at all stages.
- Lead on the creation of an individual's giving programme encouraging one-off, regular and legacy donations in support of the museum's objectives.
- Raise the profile of Swindon Museums in the media and increase public awareness through timely and creative press releases, news stories and case studies, and the effective placement of advertisements and listings in relevant external publications, working with SBC colleagues as necessary.
- Develop and maintain effective relations with relevant external bodies in the visitor attraction and tourism industry, such as Visit Wiltshire and other local, regional and national associations.
- Source and maintain a photo bank, and maintain mailing lists to support marketing and development activities, ensuring appropriate permissions are obtained and recorded.
- Proactively identify and attend road-shows, exhibitions, promotions, corporate visits and public events to raise awareness of the service and promote current offers, events and activities and ensure specific attractions are clearly profiled.
- Lead, co-ordinate and undertake market research projects and surveys with users and non-users to inform marketing activity, and conduct competitor analysis research.
- Monitor & respond to customer feedback informing other Swindon Museums Team members as necessary.
- Evaluate, report on and make recommendations from customer feedback, campaign analysis, user and non-user surveys, visitor and audience analysis, to support business plans and management reviews

## **Supplementary Accountabilities**

- To act as Duty Officer as required.
- Undertake occasional weekend and evening duties as required.
- Ability to travel across the Borough for meetings.

## **Knowledge & Experience**

- Able to demonstrate significant marketing experience within the leisure, arts, tourism or heritage sector.
- Able to demonstrate a good range of press and marketing contacts alongside an ability to develop contacts.
- A proven ability to create, build and maintain effective relationships with internal and external colleagues, customers and suppliers.
- Excellent ability to produce high quality, creative and effective marketing materials.
- Ability to demonstrate excellent ICT skills in a range of programmes and media.
- Able to demonstrate a significant understanding e-marketing and trends in technology and new media.
- Able to demonstrate ability in identifying and applying for sources of internal and external funding.
- Able to demonstrate an ability to work with individuals to encourage one-off, repeat and legacy giving.
- Ability to demonstrate an ability to work with corporate partners to develop corporate giving and grants.
- Able to demonstrate experience of initiating and delivering programmes of market research.
- Able to demonstrate good understanding of and knowledge of time management and planning skills, with a good ability to prioritise and organise work.
- Able to demonstrate the ability to work well under pressure and to meet deadlines and to keep calm under stressful situations.
- Excellent communications and interpersonal skills.

## **Qualifications**

- Degree or diploma in Marketing, Communication Studies, Leisure and Tourism Management or similar qualification or considerable equivalent experience.
- First Aid at Work Certificate or a willingness to work towards this.

## **Decision Making**

- New media, marketing press and development for individual museum activities.
- Implementation of marketing plans.
- Implementation of development plans

## **Creativity and Innovation**

- Ability to demonstrate a creative approach to development, new media, marketing and press activities across Swindon Museums.
- Actively identify and introduce improvements to areas of accountability.

## **Job Scope**

<b><u>Number and types of jobs managed</u></b> None	<b><u>Budget Holder Responsibility</u></b>  <b><u>Asset Responsibility</u></b>	No  No
<b><u>Typical tasks supervised/allocated to others</u></b> <ul style="list-style-type: none"><li>• Copywriting of text for media releases</li></ul>		

## **Contacts and Relationships**

- Is expected to be able to demonstrate a wide network of development, marketing, press and new media contacts.
- Is expected to engage with forums and partnerships across the development/marketing/press/new media sector locally, regionally and nationally.
- Is expected to be able to demonstrate excellent communication with elected members and senior managers

within Swindon Museums and the Council.

- Is expected to be able to demonstrate excellent communication with the full range of Swindon Museums' clients and customers and other Swindon Museums team members, including volunteers and Friends.

#### **Other Key Features of the role**

- Working occasional weekend and evening duties to meet the demands of the year round programme and work flexibly around deadlines.
- In accordance with the provisions of the Health and Safety at Work etc. Act 1974 and the Management of Health and Safety at Work regulations 1999 you must take reasonable care so as not to endanger yourself or other persons whilst at work.
- You must also co-operate with the Council to enable it to comply with its statutory duties for Health and Safety. You must work in accordance with training or instructions given, make proper use of any personal protective equipment provided and inform your Manager of any hazardous situations or risks of which you are aware.

<b>Employee Signature:</b>	Print Name:
<b>Date:</b>	
<b>Line Managers Signature:</b>	Print Name:
<b>Date:</b>	