Digital Marketing Officer

£18,000-£20,000 (depending on experience)

Fixed-term 2 yrs (extendable)

**Location:** The National Heritage Centre for Horseracing and Sporting Art, Palace House, Palace Street Newmarket

**Background Information**

Palace House was officially opened by HM The Queen in November 2016. It is the product of a £19 million conversion of Palace House and the accompanying former trainer’s yard and paddocks into a major destination tourist venue. Palace House aspires to be a world-class visitor experience based in the internationally recognised ‘home of horseracing’ which provides a showcase for horseracing as well as the finest examples of British sporting art. It seeks to preserve the heritage of horseracing, celebrate the contemporary sport, and safeguard its future by bringing the historical narratives of the Sport of King’s to new audiences and racing fans alike. It introduces visitors to the equine heroes of the sport, places horseracing within the broadest cultural context and unlocks the fascinating hidden royal history of Newmarket itself.

Comprising a museum, sporting art collection, exhibition galleries, shop, restaurant, flagship yard and arena displaying former racehorses being retrained, it is a major visitor attraction in Newmarket and the east of England, attracting visitors from across the UK as well as internationally.

Since opening, visitor reviews of Palace House have been excellent: the Museum was Shortlisted for the 2017 Art Fund Museum of the Year award alongside prestigious national venues such as Tate Modern and won the 2017 Suffolk Museum of the Year award. In its first full year, it attracted just over 30,000 visitors and in 2018 became an Arts Council National Portfolio Organisation.

Palace House is investing in its marketing to deliver its exciting ambitions over the next two years. The Digital Marketing Officer will work closely with the Marketing & Sales Director and marketing team to implement a step change in the visibility of Palace House and the effectiveness of its campaigns and partnerships.
Job Purpose
The Digital Marketing Officer has responsibility for all the digital output and presence of Palace House, the effective integration of campaigns, and delivery of partnership outputs.

Reporting to: Marketing & Sales Director

KEY RESPONSIBILITIES

- Develop and implement the digital aspects of marketing campaigns with the Marketing & Sales Director across all digital platforms
- Develop and implement the digital aspects of communications and promotions
- Implement the content strategy, creating content - written, audio and video
- Create compelling and dynamic artwork for marketing collateral and the web
- Create, deliver and monitor email communications to 10,000 subscribers using the CRM system
- Ensure all digital content driving web and physical visitors is current and effective
- Updating, sharpening the content and maintaining Palace House website using CMS
- Evaluate campaigns, initiatives, promotions and analysis of website and social media engagement and effectiveness
- Develop and maintain the content and social calendar
- Maintain and grow the database of subscribers
- Follow brand guidelines and update as necessary with Marketing & Sales Director
- Develop relationships with local and regional social influencers
- Manage day to day relationships with external agencies, TICs and reciprocal relationships via digital channels
- Liaise with external agencies to sharpen SEO & decide on PPC services

KEY SKILLS / CHARACTERISTICS

- Strong interpersonal skills and a team player
- Able to prioritise workload and deliver to deadlines
- Able to work creatively and devise solutions
- Commercial sensibility - focussed on increasing visitors and income generation
- Demonstrable skill in creating content
- Excellent editorial skills
- Experience of video editing skills
- Experience of analysing Google Analytics reports
- Experience of using content management systems
- Experience of using Mail Chimp, Word Press

Preferable but not essential:

- Knowledge of horseracing
TERMS AND CONDITIONS OF EMPLOYMENT

Salary: £18,000 to £20,000 (depending on experience)
Full time - 2 years fixed term contract (with possibility of extension)

Hours of work: 40 hours per week

Annual Leave: 28 days including public holidays

Probation Period: 3 months

Notice Period: 1 month either side

Other Benefits: Contributory pension scheme

APPLICATION PROCESS

To apply for this exciting and challenging role please submit:

• A full Curriculum Vitae

• A letter of application, no longer than 2 A4 pages, explaining your aptitude and experience related to the skills outlined in this job description

• The names and full contact details of 2 referees. References will not be sought without prior agreement

• Please indicate if there are any restrictions on you taking up employment in the UK and, if so, provide details

Please send your application by email to: project@nhrm.co.uk

By post to: Recruitment (Group Travel & Events Sales Manager), Palace House, National Heritage Centre, Palace Street, Newmarket CB8 8EP

Application Deadline: 5pm on Wednesday 17th April 2019

First Interviews will take place: Week beginning 22nd April 2019

Equality Palace House believes in the employment and advancement of people solely on their ability to do the job required. When recruiting people, we will therefore disregard their gender, marital status, race, age, colour, nationality, ethnic origin, religion and sexual orientation. There will be no discrimination on the basis of disability.