Marketing Manager

£26,000 - £28,000 pa (depending on experience)

Full Time

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 cultural destination.

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 historical narratives to new audiences and racing fans alike. It also 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.

Comprising a museum, sporting art collection, exhibition galleries, shop, restaurant, flagship yard and arena displaying former racehorses being retrained, the museum aspires to be a major visitor destination 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.
**The Role**

This is an exciting opportunity to make a significant contribution to the development of the National Heritage Centre for Horseracing and Sporting Art in Newmarket in its fourth year of operation by providing the practical delivery and implementation of a fully coordinated and integrated marketing strategy which includes developing new audiences among target visitor groups.

**Job Purpose**

Ensure the successful long-term development of Palace House Newmarket in line with the marketing strategy and the commercial objectives of the business.

**Key Responsibilities**

The Marketing Manager will be required to:

- Develop and deliver marketing campaigns across the business to generate footfall to the museum
- Oversee the production of compelling and dynamic artwork to market upcoming exhibitions and events
- Track and monitor marketing budget to meet marketing and sales financial goals
- Write and edit sales and marketing literature, ensuring the content is valid, current and accurate.
- Monitor and report on the effectiveness of ongoing marketing communications activities
- Ensure consistent use of brand guidelines in all communications (internally and by partners and third parties).
- Research and capitalize on different marketing opportunities to improve product marketability and profitability
- Disseminate regular press releases to relevant media lists about upcoming exhibitions and events
- Relationship holder with key heritage and tourism partners
- Management of external agencies and ensure regular reporting
- Gather, investigate and summarise data and trends to provide accurate information through reports
- Stay up to date on job knowledge by participating in appropriate opportunities, attending conferences and workshops, reading professional publications, maintaining a personal network and joining professional organisations where applicable
- Collaborate with other managers and key employees across the business to achieve important goals

The Marketing Manager will be based at Palace House in Newmarket.
Reporting

Key relationships:
• Director of Marketing and Development
• Digital Marketing Officer
• Group Travel and Events Manager
• Curator
• Community Engagement Manager
• Shop Manager
• Newmarket Tour Operator (Discover Newmarket)

Reporting to: The Director of Marketing and Development, Palace House Newmarket

Responsible for: Volunteers and work placements (as appropriate) - the post-holder will work as an integrated member of the marketing team.

Skills

The Marketing Manager will be expected to have:

- Education to degree level or higher in relevant subject (marketing, arts, heritage, museum studies) or have or have 'demonstrable equivalent experience'
- 2-5 years of experience within the heritage/tourism or cultural industry and/or marketing agencies
- Proven experience of developing and implementing marketing plans/strategies within a limited budget and resources in a heritage or museum environment
- Highly creative - experience working with creative teams
- Strong interpersonal skills
- Familiarity with data analysis and reporting
- Experience of using a CRM system
- Well-developed computer skills with proficiency in Microsoft Office packages, Mail Chimp and WordPress knowledge
- Excellent organisation and time management skills and the ability to produce work of high quality to make tight deadlines
- Ability to work flexibly and prioritise a diverse workload
- Flexibility to occasionally work evenings and weekends
- A motivated self-starter
- Strong presentation skills with the ability to report to a variety of stakeholders
- Experience in developing and implementing PR initiatives with a good contacts book
- Strong collaborative attitude with ability to support other areas of the business
- A knowledge of horseracing is an advantage but not essential
Qualities of the ideal candidate:

- Enthusiastic and quick learner
- Strategic with the ability to be hands-on if required, adept at working collaboratively
- Innovative, positive and imaginative in approach
- Visitor or customer service experience in a heritage environment
- Confident in finding and implementing new ideas
- Commercially focused, with firm control on cost effectiveness of initiatives
- Builds lasting relationships with internal departments and external stakeholders
- Excellent copywriting skills and creative thinking
- Comfortable in hands-on delivery in a fast-paced environment

Terms and Conditions

Basic working hours, if taken as a full-time post, would be 35 hours a week, 9am-5pm (1 hour unpaid lunch break), although the successful candidate will be expected to work flexibly and be able to work some evenings as meetings and events dictate.

Salary: £26,000-£28,000 dependent on experience.

The successful candidate will initially be offered a year’s contract (including a three-month probation period), with the expectation of renewal on a permanent basis after 12 months.

Annual Leave: 28 days (pro rata) including public holidays.
Probation Period: 3 months.
Notice Period: 1 month either side during probation; thereafter 3 months on either side.
Other Benefits: contributory pension scheme.

Palace House is an equal opportunity employer and encourages applications from qualified candidates from visible and invisible minority group members, persons with disabilities, persons across the spectrum of sexual and gender identities, and
others with the skill and knowledge to engage with diverse communities. We are committed to hiring on merit and to removing barriers in employment policies.

Application Process

To apply for this role please submit:

- A full Curriculum Vitae

- A letter of application of 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 to: jmellor@nhrm.co.uk

Application Deadline: 9am on Thursday 21st November 2019.