

JOB DESCRIPTION



ROLE: Marketing Officer

LOCATION: Coventry Transport Museum

RESPONSIBLE TO: Marketing & Communications Manager

RESPONSIBLE FOR: N/A

CONTRACT: 6 Month Fixed Term Contract

WORKING HOURS: 15 Hours per week

SALARY: Grade 5

OVERALL PURPOSE AND OBJECTIVE OF THE ROLE:

To play a key role in implementing marketing, audience development, digital, and PR activities at Coventry Transport Museum, particularly by supporting the delivery of marketing and communications activity for an ambitious UK City of Culture programme.

MAIN DUTIES AND RESPONSIBILITIES:-

- To lead on the delivery of marketing and communications activity for an upcoming major exhibition at Coventry Transport Museum.
- Work closely with colleagues to shape marketing and communications activities which grow both online engagement and physical visits to Coventry Transport Museum.
- To co-ordinate the production and distribution of both on and offline content.
- To update relevant events listings and websites as required.
- To support with press enquiries, including media visits.
- To liaise with external PR companies and support with the creation of media campaigns
- To support with the creation and distribution of newsletters.
- To represent the team at internal and external meetings and events.
- Assist with market research on existing and potential audiences.
- Work collaboratively with partners on cross marketing and PR opportunities.
- To contribute to departmental planning meetings.
- To assist with the set up and running of exhibition launches and events.
- Support colleagues to maintain the marketing database and administration systems to inform marketing activity, including mailings.
- Maintain effective administrative systems and records, to enable monitoring of results to inform future marketing and programming.

GENERAL RESPONSIBILITIES:-

- To embrace and lead by example on the company's key values;
- Identify and review risks with your Line Manager as part of the organisational risk register;
- Contribute to the ongoing review and development of the Trusts policies and procedures to support continuous improvement;
- Ensure adherence to all Trust policies and procedures;
- Ensure your teams comply with and understand all Health & Safety policies and requirements;
- Support and input into the organisational digital strategy as required;
- Identify and collaborate with potential key external stakeholders;

- Identify fundraising or sponsorship opportunities and highlight these to your Line Manager; and
- Ensure adherence to the GDPR in respect of all data collected and maintained.
- To carry out tasks at a range of sites that are either operated or managed by the Company or where services are delivered by the Company.
- To promote Equality and Diversity and ensure full compliance with Company policy.
- To undertake other duties and provide short-term cover where necessary, as specified by Management, which are appropriate to your qualifications, experience and general level of your position.

PERSON SPECIFICATION

Criteria	Essential	Desirable	Evidence
Understanding of reporting platforms		<input checked="" type="checkbox"/>	Application/Interview
Using social media management tools	<input checked="" type="checkbox"/>		Application/Interview
Producing publicity materials	<input checked="" type="checkbox"/>		Application/Interview
Delivering communications campaigns and/or marketing campaigns	<input checked="" type="checkbox"/>		Application/Interview
Editing websites	<input checked="" type="checkbox"/>		Application/Interview
Audience development		<input checked="" type="checkbox"/>	Application/Interview
Content creation using software such as the Adobe Creative Suite		<input checked="" type="checkbox"/>	Application/Interview
Understanding of managing and developing databases		<input checked="" type="checkbox"/>	Application/Interview
Project management	<input checked="" type="checkbox"/>		Application/Interview
Managing budgets		<input checked="" type="checkbox"/>	Application/Interview
Experience dealing with media/press		<input checked="" type="checkbox"/>	Application/Interview
Excellent written communication skills	<input checked="" type="checkbox"/>		Application/Interview
Strong verbal communications skills	<input checked="" type="checkbox"/>		Application/Interview
A strong attention to detail and accuracy	<input checked="" type="checkbox"/>		Application/Interview
Able to work independently and flexibly	<input checked="" type="checkbox"/>		Application/Interview
Capable of prioritising work across multiple projects	<input checked="" type="checkbox"/>		Application/Interview
Able to work effectively as part of a team	<input checked="" type="checkbox"/>		Application/Interview
Strong organisational skills to deliver a high volume of quality work	<input checked="" type="checkbox"/>		Application/Interview
Able to think creatively to contribute new and innovative ideas	<input checked="" type="checkbox"/>		Application/Interview
Able to work well under pressure	<input checked="" type="checkbox"/>		Application/Interview
Experience of using Microsoft Office applications	<input checked="" type="checkbox"/>		Application/Interview