

Job description

Job title:	Communications and Marketing Manager		
Department:	Communications	Contract:	Permanent
Reporting To:	Head of Audience and Programme	Hours per week:	37

1. Job purpose

To lead strategic direction and planning for the Communications and Marketing team, taking responsibility for marketing and communications with guidance from the Head of Audience and Programme.

To ensure maximum positive brand awareness externally for York Museums Trust.

To oversee effective internal and external communication activities for York Museums Trust.

To lead the Communications and Marketing team as part of the broader Audience and Programme department.

To manage the production and implementation of York Museums Trust communication and marketing strategies.

To manage PR and digital promotion of all YMT sites.

2. Dimensions

Budgets – Responsibility for the Communications and Marketing budget in excess of £200k

Line Management - Directly line managing posts:

- Marketing Officer
- Public Relations Officer
- Digital Communications Officer
- Group Bookings Coordinator
- Communications Assistant X 2 (1 FTE)

Role Impact

- Lead effective marketing and communication activities across a range of media including social to deliver audiences.
- Ensure communications and marketing activity is informed by excellent audience insight for all YMT sites to inform effective communications and programming, to achieve organisational visitor number, diversity and income targets.
- Ensure delivery of public relations activity for the Trust, engaging and cultivating key members of the media and influencers.
- Raise the profile of the Trust activities from community participation to programmes and exhibitions to commercial venue opportunities and to manage the reputation of the Trust.
- Build the brand profile of the Trust by ensuring implementation of marketing and communications in support of the brand.

3. Principal accountabilities

Core Responsibilities

- To develop audiences through delivery of a strong communications and marketing strategy.
- To lead on and manage marketing and communication activities across the organisation including press and media relations, social media and brand identity.
- To represent the Communications Team in strategic decisions at the Senior Leadership Team.
- To act as an ambassador for the Trust, supporting the CEO, Senior Leadership Team and other colleagues, when necessary.
- To represent York Museums Trust externally building and maintaining relationships marketing, communications and media relations across the city and region to enhance the cultural tourism offer.

Management

- To manage the Communications and Marketing team, setting team plans and workload.
- To line manage the Marketing and Communications Officer, Digital Communications Officer, Public Relations Officer, School and Group Bookings Coordinator and Communications Assistants holding regular catchup meetings and managing performance with agreed SMART objectives.
- To ensure a CPD programme is maintained for the team and providing active CPD support.
- To manage the Communications and Marketing budget in a strategic manner ensuring spend is allocated appropriately.
- To be an active member of the Wider Leadership Team and the Programme and Audience department.
- To manage marketing and communications for York Museums Trust.
- To develop effective strategic partnerships with agreed organisations and collaborative bodies including Make It York, Tourism Advisory Board, media organisations and influencers.
- To co-ordinate and commission external agencies including PR support, photographers, film makers, designers, printers, researchers and consultants as necessary.

Communications & Audience Development

- Reporting to the Head of Audience and Programme, develop a communications and marketing plan which supports the delivery of the Audience Development Plan, fundraising and enterprise plans.
- To support Head of Audience and Programmes on management and delivery of media crisis response.
- To support Head of Audience and Programmes with targeted campaigns to reach specific audience segments, to generate visitor numbers and support delivery of income targets.
- To oversee all digital communications for the Trust (websites and social media) ensuring that the activity supports branding, communication and marketing goals and maintains a consistent voice and tone to increase the organisation's overall exposure.
- To advise the organisation on existing and new communications channels and technologies as they emerge.
- To ensure all marketing and communications activity is informed by audience development data.

- To support the CEO and Head of Audience and Programme in advocacy messages, reputation and brand management,
- Working closely with the Head of Audience and Programme, to deliver on the internal and external brand for YMT.
- To advise the organisation on key messages for a range of audiences and communities
- To oversee the development and management of promotional events, such as press previews.
- To ensure a strong internal communications plan alongside HR input and ensure it is implemented across the organisation.
- Ensure that all internal and external communications as well as YMT-branded events support YMT's access and inclusion principles.

Other duties/responsibilities

- Promote, develop and advocate for equity, diversity and inclusion within the Trust.
- Work in accordance with Trust procedures and all relevant legislation e.g. Health and Safety, Data Protection and Equal opportunities.
- Other duties may be required from time to time which are consistent with the grading of this post.

4. Key performance measures

Visitor numbers met

Income targets met

Net promoter and customer satisfaction scores met

Increased online engagement with the cultural heritage shared by YMT

Increased positive media coverage of key exhibitions and events run by the organisation

New and existing audiences effectively targeted and measured using data and insight

Access and brand standards understood and adhered to by all within YMT

5. Knowledge, skills, experience and behaviours

Knowledge

- Educated to degree level or equivalent experience
- Willingness to work towards a Chartered Institute of Marketing or Chartered Institute of Public Relations professional qualification or have relevant experience
- Good understanding of the marketing, communications and media landscape both regionally and nationally
- Good experience of design and brand implementation
- Knowledge of the Heritage and Culture Sector (desirable)

Skills

- Strong leadership and organisational skills
- Excellent written and oral communication skills
- Strong managerial and organisational skills
- Strong relationship management skills
- Strong IT and digital skills, particularly within marketing and communications areas, such as websites, pay per click and social media areas.
- Ability to collaborate effectively with colleagues, staff, external stakeholders, consultants, trustees, and senior managers.
- The ability to multi-task while meeting deadlines.

Experience

- Significant communications and marketing expertise (ideally in a museum/visitor attraction setting)
- Proven experience of developing, implementing and maintaining an effective communications plan.
- Proven experience of developing strong relationships within the marketing, media and/or communications sectors
- Experience of managing sizable budgets over £60k
- Ability to lead, coach, manage and steer teams.

Behaviours

- Alert to external impacts on the organisation and pro-active about appropriate and responsible communications.
- Open, collaborative and supportive approach to working with others both internally and externally.
- Willingness and ability to adapt to new trends and technology.
- Curious about marketing and communications and opportunities.
- Creative approach to developing and implementing marketing and communications solutions.
- Commitment to Continuous Professional Development for self and colleagues.
- Commitment to and advocacy of equality, diversity and inclusion and understanding how these apply to the role

6. Key relationships

Head of Audience and Programme

Communications and Marketing Team

Wider Leadership team

Development Team

Digital Team

Curators

Visitor Experience Manager and Assistant Experience Managers

External partners – organisational and individuals including CYC, Make it York, tourism advisory board, and other marketing and communications bodies.