

# Marketing & Communications Officer

**37.5 hours per week**

**Salary £23,000 - £29,000 per annum**

**Dependent upon skills and experience**



The National Motor Museum at Beaulieu is seeking a Marketing and Communications Officer who will work closely with the Head of Development on the development and delivery of a new communications strategy for the National Motor Museum.

As the National Motor Museum celebrates its 50<sup>th</sup> anniversary in 2022, it is embarking on an ambitious strategy to reposition itself for the future in regards to its collections and its engagement with audiences, both in person and virtually. To achieve this, it will review and relaunch the National Motor Museum brand to reposition itself as a world-leading authority on the story of motoring. This new role within the recently established Development Office is instrumental to this journey and in the delivery of our fundraising and public programming ambitions.

As the Marketing and Communications Officer, you will develop and be the custodian of the National Motor Museum brand through all communication channels. You will also develop and deliver the Communications, Marketing and PR strategy for the National Motor Museum, raising awareness of its collections, public programmes and learning activities, working with key stakeholder groups and supporting its key objectives.

This is an exciting opportunity to join an enthusiastic and proactive Development Office within an Accredited museum. The ideal candidate will have an enthusiastic and flexible approach, with demonstrable and proven experience in planning, implementing, controlling and measuring marketing and PR campaigns. You will have the skills and experience to develop and deliver a new Communications Strategy with key National Motor Museum and Beaulieu Enterprises stakeholders and once implemented, be the custodian of the brand to ensure it is reflected in all communications.

To apply for the position please download an application form from our website at

[www.beaulieu.co.uk/careers](http://www.beaulieu.co.uk/careers)

Alternatively, please email [recruitment@beaulieu.co.uk](mailto:recruitment@beaulieu.co.uk) or call 07818 454539 if you would like an application form posted to you.

**Closing Date: Friday 7 October at 12 noon**

**Interviews will be held week commencing the 17 October**

**Reference Number: V233**