

Job Description

Marketing & Communications Officer

Full-Time

Salary Band 2: £23,000-£29,000



Context

The National Motor Museum at Beaulieu holds a world class collection telling the story of motoring in Great Britain. Over 280 vehicles, including F1 cars and land speed record holders, are displayed at this renowned independent museum set within the grounds of the Beaulieu visitor attraction. Originally established within Palace House in 1952 by Edward, Lord Montagu, the Montagu Motor Museum displayed a collection of cars put together in recognition of the role of his late father, John Montagu, as a British motoring pioneer.

The successes of this initial museum, and the significant growth of its collections, led to it being reconstituted in 1972 as the National Motor Museum Trust (NMMT), and re-housed within an iconic and award-winning building designed by Leonard Manasseh. Today the NMMT remains an independent charitable trust (Registered no: 1107656) and is part of an international group for the leading national motor museums. Visited by over 350,000 people annually, it is one of the UK's most successful independent museums and a leading visitor attraction.

As the National Motor Museum celebrates its 50th 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.

Remuneration:

- NMMT Salary Band 2: £23,000 - £29,000 per annum
- 6-month probationary period, & annual performance review
- Pension – automatic enrolment with opt out available
- Holiday – 22 days plus Public Holidays, increasing to 25 days after 5 years service
- Hours of work – 37.5 hours per week. Some evening and weekend work may be required
- Day off on your birthday

Location: National Motor Museum Trust, Beaulieu, Hampshire

Reporting to: Head of Development

Critical Relationships: Head of Marketing and Business Development, Beaulieu Enterprises Limited
Director of Collections / Deputy CEO
Senior Curator: Information, Documentation & Digital
Head of Learning

Role

The Marketing & Communications Officer will report to and work closely with the Head of Development on the development and delivery of a new communications strategy for the NMMT, with collaboration and input from the Head of Marketing & Business Development within Beaulieu Enterprises Ltd. The Marketing & Communications Officer will:

- Develop and be the custodian of the National Motor Museum brand through all communication channels.
- Develop and deliver the Communications, Marketing and PR strategy for the NMMT, to raise awareness of its collections, public programmes and learning activities, working with key stakeholder groups and supporting its key objectives.
- Support the work of the Head of Development and contribute the Marketing, PR and Communications activities necessary for the successful delivery of the NMMT's fundraising initiatives.
- Work closely with the Beaulieu Enterprises Marketing & PR team to ensure both NMMT and Beaulieu campaigns work cohesively where there is overlap in objectives.

Key Responsibilities

- Develop and deliver a new Communications Strategy with key NMMT and BEL stakeholders. Once implemented, be the custodian of the brand to ensure it is reflected in all communications.
- Working with the NMMT Head of Development and the Beaulieu Enterprises Head of Marketing & Business Development to plan the marketing and PR campaigns and associated budgets required to deliver the communications strategy for the National Motor Museum Trust, and maximise exposure of the NMM brand.
- Deliver Marketing, Communications and PR campaigns for the NMMT using a multi-channel media approach. This will include:
 - Engaging with relevant journalists, broadcasters and influencers both onsite and at external events to achieve coverage of the NMMT.
 - Seeking, arranging and hosting broadcast / film production opportunities to promote the work of the NMMT.
 - Writing and distributing press releases on key work and activities of the NMMT and its collaborations with external parties.
 - Developing and delivering a NMMT specific social media strategy that builds positive and well-engaged communities, working closely with the Senior Curator: Documentation & Digital to create and schedule content, initiating and coordinating the input of colleagues as required.
 - Producing engaging adverts and editorial for press/specialist press.
 - Establish an email strategy and issue email communications to relevant stakeholder groups.
 - Review and develop printed and digital promotional material.
 - Work with the BEL Marketing team to run paid search, display and paid social media advertising campaigns.
 - Arranging and attending internal and external events alongside colleagues to promote the NMMT.

- To work alongside the website development agency to maintain website content and future website developments to enhance engagement opportunities.
- Coordinate the design, print and marketing of NMMT promotional and fundraising campaigns.
- Working alongside NMMT and BEL colleagues, develop a research programme to measure the impact of engagement activities amongst target audiences and for the purpose of feedback to funding partners.
- Monitor and report on the performance of relevant campaigns to the key internal stakeholders and Trustees.
- Working with the internal Print & Graphics team to brief and develop creative assets, on brand, for use across all channels.
- To liaise with key stakeholders, such as external media and digital agencies on a regular basis.
- To represent the NMMT at public and press events as required, on occasion deputising for the Chief Executive or Head of Development as the NMMT's spokesperson.
- To contribute to ensuring the security of the Collections Centre, and in particular the security of NMMT collections.
- To comply with Health and Safety legislation and NMMT / BEL policies and procedures designed to ensure the health and well-being of our staff, volunteers and visitors, working with colleagues as necessary to ensure a safe working environment.
- To undertake any other reasonable tasks as requested by the Head of Development.

The information contained within this Job Description cannot be all encompassing. It is inevitable over time that the emphasis of the job might change without changing the general character of the job or the level of the duties and responsibilities entailed. Therefore, this Job Description may be periodically reviewed, revised and updated in consultation with the post holder to reflect these changes as appropriate.

The nature of this role requires the use of display screen equipment, desktop PC and laptop. Although it will be avoided as far as is practicable, there may also be the requirement for occasional lone working.

12 September 2022

Person Specification: Marketing & Communications Officer

Qualifications	Degree or equivalent. Minimum of 3 – 4 years working within a marketing and PR function. CIM, CIPR or IDM qualifications.
Experience	Proven experience in planning, implementing, controlling and measuring marketing and PR campaigns. Planning and attending external events/exhibitions. Involvement in the rebranding of a product/service or organisation. Experience in the Museum, Arts & Culture sector.
Skills & Knowledge	Good knowledge of traditional and digital media channels. Confident relationship builder / networker. Experience of using online content management / digital marketing platforms i.e. WordPress & Mailchimp. Knowledge of Google AdWords and Analytics. Competent user of social media channels. Strong English language and copywriting skills. Photography and experience using Adobe Photoshop. Demonstrable Interest in motoring and motoring heritage. Experience of CRM systems. Literate in Word, Excel and Powerpoint. Good project management skills and the ability to prioritise. Full, clean driving licence.
Personal Characteristics	Pro-active and flexible approach. Self-starting with a willingness to take the initiative. Ability to work constructively and collaboratively as part of a team and across different organisations Methodical and organised with a professional manner.

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1 August 2022