

**Marketing Officer
Job Description**

Two year fixed term contract

Salisbury Museum is looking for a new member of staff to support our marketing and communications planning and delivery. You will join the museum at an exciting time. The museum has just fully re-opened following a £5.1 million redevelopment primarily supported by the National Lottery Heritage Fund. Our ambition is for us to become a key player in the city's cultural offer, delivering major cultural and economic impact to Salisbury and the surrounding region. We will achieve this by:

- Working with the community to create compelling and accessible galleries for our internationally important collections of art, archaeology, fashion, ceramics, social history and natural history.
- Embedding the museum at the heart of the community with a new visitor-centred programme of learning and engagement. We have created flexible spaces for activities, reimagine our digital offer and reach out, with our local partners, to the most deprived and excluded Wiltshire communities.
- Developing the museum's sustainability through a fresh business model supported by increased visitor numbers, revised membership offer, new commercial opportunities and reduced energy consumption. We will diversify our volunteer team, establish internships and offer new workforce development opportunities.

This role is key to the successful operation of the museum. You will be responsible for maintaining and developing our visitor and engagement figures, which is the foundation of our key admissions income stream, by reaching out to new audiences via social media and other more traditional marketing methods. Excellent communication and organisational skills will be essential, and an interest in local history would be ideal.

To apply please fill in a job application form and equal opportunities monitoring form available on our website and return to lucybridal@salisburymuseum.org.uk

Deadline: 5pm, Friday 7th February 2025

Interviews: Wednesday 12th or Thursday 13th February

Marketing Officer Job Description

Two year fixed term contract

Job Title:	Marketing Officer
Reporting to:	Chief Operating Officer
Salary	Full Time c. £30,000 per annum
Responsible for:	Volunteers, Placements
Working with:	Museum Director, museum staff and trustees

Purpose:

To develop and undertake marketing initiatives to promote the museum and its commercial and community activities to drive footfall and engagement across the organisation.

Main Duties and responsibilities:

Working with colleagues, the post-holder will undertake a range of activities commensurate with the grading and responsibility of the post, which will include the following:

1. Strategize, develop and co-ordinate all publicity for the museum, including leaflets, posters, e-newsletters, social media posts, advertisements, and exhibition specific campaigns.
2. To successfully promote the museum to local, national and international audiences to increase and then sustain visitor footfall in the years following the re-opening in 2024.
3. To assist in the organisation, production, compilation and mailing of a printed newsletter, promotional materials, and other publications to members.
4. Produce press releases and liaise with local and national media.
5. Assist with the development of content for the museum's website and manage our online presence on external websites.
6. Co-ordinate the museum presence on social media channels (i.e. Facebook, Bluesky, Instagram and YouTube).

7. Collate statistics, visitor data and oversee visitor surveys relating to the performance of the museum including a monthly events sales report and other reports as may be required from time to time.
8. Manage relevant databases, records and files ensuring they are kept update, including the merging of the EPOS, and CRM system to a new provider within 2025 to create a consistent and positive visitor journey through communication.
9. Work with local and sector partners such as Wessex Museums Partnership, Salisbury BID, Experience Salisbury, and travel trade to build on cross promotion and organization of activities and to widen reach.
10. Organise the distribution of any hard copy promotional literature.
11. Assist with the organisation of museum events (both online and in person), including booking facilitators/speakers, organising ticket sales and overseeing events.
12. To assist in the organisation, production, compilation and mailing of the Annual Review/Report and AGM notices and assist with the AGM on the day.
13. Performance of administrative duties such as opening post and emails, keeping an effective filing system, making stationery orders, designing and printing documents and dealing with IT issues.
14. Assisting with the recruitment process as needed.
15. Supporting reception staff with the front of house activities of the museum.
16. To be a key holder for Salisbury Museum, acting as duty officer and staffing the museum weekends and bank holidays as part of a rota.
17. To comply with all decisions, policies and standing orders of the museum and any relevant statutory requirements, including the Equality Act, the Health and Safety at Work Act and Data Protection Act.
18. To assist generally with the public service of the museum, including answering enquiries from members of the public.
19. To participate in training and development as may be required from time to time commensurate with the level of the post.
20. To undertake other such analogous duties as may be allocated by the Director, COO or their representatives.

21. To embed sustainability in all ways of working from reducing waste and energy use to sustainable procurement, to work towards carbon net zero targets.

Marketing Officer

Person Specification

E = Essential D = Desirable

Education/Qualifications	GCSE + A levels or equivalent.	E
	Graduate level or equivalent.	D
Aptitudes/Abilities	Excellent IT skills.	E
	The ability to communicate and work positively and effectively with the museum's community, its staff, key stakeholders and visitors.	E
	Excellent written and verbal communication skills.	E
	Excellent numeracy skills.	E
	An ability to work independently and with colleagues.	E
	Excellent organisational skills, ability to multi-task and meet tight timescales.	E
	Good interpersonal skills, capable of dealing with both internal and external contacts.	E
Relevant Experience	Proven high quality administrative skills.	E
	A marketing role within a heritage and/or similar arts environment.	E
	Implementing, managing and developing relationships with media organisations.	D
	Organising and marketing events	D
	Experience in using CRM software	D
Knowledge	An understanding of Microsoft Office applications (Outlook, Word, Excel, Access and PowerPoint).	E
	Use of social media.	E
	A keen understanding of marketing in the arts and/or heritage sector.	E
	An understanding of GDPR and the importance of compliance.	E
	Demonstrable interest in the museum and heritage sector.	D
	An interest in the history of Salisbury and south Wiltshire.	D

	An understanding and commitment to equality, diversity and inclusion.	E
Attitude/Motivation	Commitment to CPD and training.	E
	Willingness to commit to work flexibly including weekend and evening work when required in accordance with the needs of the post and activities.	E
Other Factors		

We would particularly welcome applications from people from diverse backgrounds and with lived experience that represent the diversity of our local community.

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Conditions of Service

- 1 Salary c £30,000 per annum
- 2 Commencement As soon as practicable.
- 3 Contract 2 year contract
- 4 Hours Full-time – 35 hours per week (to include some weekends/evenings).
- 5 Location Salisbury, Wiltshire.
- 6 Leave 21 days rising to 25 days after five years' employment in addition to Bank and Public Holidays. The leave year follows the calendar year.
- 7 Probation Your employment is subject to satisfactory completion of a 3 month probationary period. If necessary, your probationary period may be extended but you will be given appropriate notice of this. During your probation period you are required to give one week's written notice of termination of your employment and the museum is required to give you one week's written notice of termination of employment.
8. Pension The museum can arrange access to a pension scheme with the National Employment Savings Trust.
9. Termination After successful completion of the probationary period, the prior written notice required from you or the museum to terminate your employment will be two months.
10. Mileage allowance Authorised car journeys will be reimbursed at the appropriate rate paid by the Wiltshire Council.
11. Medical fitness Appointment is subject to satisfactory medical fitness. A confidential questionnaire on medical history will be required before appointment is finally confirmed.
12. Qualifications Evidence of qualifications (if necessary) will be required of the successful candidate.