

Job Description

Job Title	Marketing Assistant
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Reports to	Marketing Manager
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Scope of Role

Business Area Marketing	Key departments / areas of responsibility All parts of the Museum's heritage business
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Work Pattern

Part-time 5 days per week 10am to 2pm

Overall Job Purpose

To be an ambassador for the Marketing Function and support the Marketing Manager to deliver the Museum's Marketing and Communications Strategy on time and on budget.

Accountabilities / Responsibilities

- Assist with development and maintenance of the Museum's website using WordPress, including updating content and seeking contributions from other parts of the Museum
- Creation of content e.g. newsletters, web content, e-mail campaigns
- Assist with advertising schedules and liaise with publications where appropriate
- Plan, research, write and deploy blog articles in conjunction with Museum staff
- Monitor and log press coverage and report on digital ticket sales
- Implement marketing plans where necessary
- Assist in the creation, distribution and/or delivery of marketing material
- Website and social media optimization
- Campaign development, implementation & monitoring
- Research support (onsite & online surveys, mystery shopping, etc.)
- Analytical reporting
- Online outreach and promotion using Facebook, Instagram, LinkedIn, blogs, Twitter, and more
- Write, design and distribute monthly newsletters across Museum's audience and key stakeholders using MS Publisher or InDesign
- Ensure onsite leaflet racks and poster displays are replenished
- Monthly reporting on website and social stats
- Act as the Museum's photographer

Competence / Knowledge / Skills required

- Marketing, PR and/or design experience
- Excellent communication skills, written, verbal and interpersonal
- Strong digital marketing skills and familiarity using social media for business
- Excellent writing and proofreading skills
- Previous office/administrative experience
- Excellent time management, prioritisation and organisational skills Computer literacy using the MS Office suite, WordPress and email software e.g. Mail Chimp
- Excellent time management, prioritisation and organisational skills
- An understanding of relevant Health and Safety areas, taking appropriate responsibility and action
- Desirable: full, clean driving licence

Person specification

- Possess strong personal integrity and ethical principles
- Ability to work collaboratively with others and independently
- Willingness and aptitude to work with Museum volunteers and visitors
- Possess a positive attitude and enjoys helping others
- Creativity and ability to work on own initiative and meet deadlines
- Socially conscious individual
- Good initiative and judgement, with the ability to problem solve and make appropriate decisions
- Ability to work in a fast-paced environment, using own initiative and without supervision