

MARKETING AND DEVELOPMENT MANAGER (THE BOX)

Role Profile



Title	Marketing and Development Manager (The Box)	
Grade	GRADE I	
Reference:	N622	
Reports to:	Head of Business (The Box)	
Work style Definition	Office based hot-desk/touch down worker	
Job Type:	Manager	
Primary purpose of role	Development of strategy and plans for the promotion and marketing of The Box and Historic Houses, as key venues managed by Plymouth Museums Galleries Archives; the management of these plans; and the development and management of a fundraising strategy associated with marketing benefits.	
Key accountabilities and key measures	<p>Role Outcomes</p> <ul style="list-style-type: none"> ▪ Management of the promotion of The Box and Historic Houses, as the key venues managed by Plymouth Museums Galleries Archives, to all identified target audiences, in line with the Audience Development Plan and Marketing and Communications Strategy, in order to maintain and increase its profile, to attract visitors, and to present it in a positive light (20%) ▪ Management of fund-raising, in association with the Fundraiser, against the marketing collateral from the public and private sectors, from individual donations and from trusts and foundations, including a membership scheme (20%) ▪ Recruitment, welfare, discipline and training for the marketing and development team to achieve the planned levels of delivery in accordance with the business plan, and directly line manage 3FTE staff and indirectly 3FTE staff (10%) ▪ To deliver effective two-way communication between The Box 	<p>Role Measures</p> <ul style="list-style-type: none"> ▪ Visitor numbers of 200,000 per year ▪ Media coverage in local, regional, national and international outlets ▪ Online visitors of 400,000 per year ▪ Meeting targets in Business Plan, of raising £100k a year from the private sector and positive feedback from the business community ▪ Managing £100k a year marketing budget ▪ Positive feedback from staff and senior management ▪ Positive feedback from the Board and local, regional and national partners ▪ Evaluation surveys ▪ Feedback from Corporate Communications and Members ▪ Targets as specified in the Business Plan and Digital Plan ▪ Positive feedback from senior management and the Board

	<p>and its external and internal audiences using a full range of channels including media relations, campaigns, publications, digital and social media to maximise the impact and effectiveness of The Box's and Historic Venues' profile (10%)</p> <ul style="list-style-type: none"> ▪ To monitor, assess and respond to visitor feedback in order to help maintain standards and develop the offer (10%) ▪ To be the communications lead for The Box and Plymouth Museums Galleries Archives (10%) ▪ To lead the development and implementation of a programme of digital resources and other e-opportunities that will enhance The Box's programme and reach target audiences as identified in the Audience Development Plan and Marketing and communications Strategy (10%) ▪ To lead the analysis and reporting on key digital statistics, through the CRM and other data and using this information to feed back into, inform and shape The Box's digital activity and strategy. (10%) 	<ul style="list-style-type: none"> ▪ Staff appraisals
<p>Key activities</p>	<p>Key Activities</p> <ul style="list-style-type: none"> ▪ To be part of the management team of The Box, reporting regularly to The Box's Head of Commerce, Development and Operations, deputising for the Head where necessary (10%) ▪ To work collaboratively with the other Managers to deliver a stunning opening events programme for both VIPs and the public, followed by a sustained integrated offer for The Box within the financial resources available (10%) ▪ To manage the delivery of the communications plans for The Box and Historic Houses, especially marketing, PR and audience development (both physical and online visitors) (35%) ▪ To manage and deliver the sponsorship and fundraising activities for The Box and Historic Houses in relation to marketing collateral (20%) ▪ To make full use of the CRM/EPOS systems as part of market analysis and future strategic plans and establish and monitor health and safety procedures specific to marketing and development activity (15%) ▪ To recruit to The Box (as part of the restructuring of the Arts and Heritage Service) and then to manage and direct the Marketing and Development 	

	<p>team (10%)</p> <ul style="list-style-type: none"> ▪ Carry out other duties appropriate to the grade of the post and that support the Box's overall objectives, including being the duty manager as part of a rotating team.
Essential qualifications/knowledge	<ul style="list-style-type: none"> ▪ Educated to degree or equivalent level ▪ Relevant management training ▪ Professional marketing, tourism and/or culture qualification ▪ Knowledge of mixed economy models, of organisations within the cultural sector relying on earned income, as well as public subsidy ▪ Knowledge of business planning, contract management, and budget and financial management ▪ Knowledge of sponsorship packages developed by cultural organisations ▪ An understanding of the broader application of online and digital engagement in cultural organisations ▪ An understanding of audience research and evaluation ▪ Knowledge of marketing and audience development strategies in cultural organisations ▪ Knowledge of contemporary issues around cultural diversity in public buildings and spaces
Desirable qualifications/knowledge	<ul style="list-style-type: none"> ▪ Knowledge of how to operate effectively within a local authority ▪ Knowledge of the National Curriculum
Essential experience	<ul style="list-style-type: none"> ▪ Managing, coaching and developing staff through leadership, innovative thinking, communications, negotiations and motivation, and setting performance standards ▪ Delivering innovative solutions for marketing, communications and fundraising, including digital and social media channels ▪ Liaising with press and media at a national level ▪ Demonstrable experience of working at a senior level in marketing for at least 5 years ▪ Increasing income through a range of opportunities, e.g. sponsorship, trusts and foundations, philanthropy and membership schemes ▪ Market research and analysis ▪ Budget management ▪ Contract management ▪ Dealing with business and political implications arising from decisions ▪ Proven success in managing client/partner relationships at a leadership level ▪ Managing high level, complex negotiations ▪ Writing detailed numerate reports and business cases, and in making

	<p>recommendations and presentations to Boards or senior management</p> <ul style="list-style-type: none"> ▪ Developing and improving the visitor experience in a public building ▪ Working collaboratively and as part of a team
Desirable experience	<ul style="list-style-type: none"> ▪ Working at a senior level within an arts organisation, or museum or cultural visitor destination ▪ Working within a profit-seeking environment
Essential skills	<ul style="list-style-type: none"> ▪ Ability to evaluate risk and to make professionally-based judgements to realise what constitutes a reasonable basis and ground for progressing and concluding negotiations ▪ Management and leadership skills including motivational, mediation and dispute resolution ▪ Problem solving skills and the ability to think laterally ▪ Negotiating and influencing skills ▪ Ability to manage contracts ▪ Developed communication, literacy and numeracy skills (verbal, written reports and presentations) ▪ Ability to develop and sustain good working relationships with external organisations, elected members, government agencies and colleagues; and to work collaboratively as part of a team ▪ ICT/keyboard skills using a range of Microsoft Office software ▪ Team player, able to work flexibly and positively with others ▪ A can-do attitude, with the ability to find solutions to problems ▪ Ability to promote positively The Box's vision, values, aims and objectives
Corporate standards	
<ul style="list-style-type: none"> ▪ In accordance with Council policies and guidance on information management and security, it is your personal responsibility for data protection, client confidentiality and information governance. ▪ Act at all times in accordance with appropriate legislation and regulations, codes of practice, the provisions of the Council's constitution and its policies and procedures. ▪ Work within the requirements of the Council's Health and Safety policy, performance standards, safe systems of work and procedures. ▪ Undertake all duties with due regard to the corporate equalities policy and relevant legislation. 	