Role Profile for Marketing Manager
Curation & Experience Department

MATERNITY LEAVE CONTRACT – 12 MONTH CONTRACT

27th March 2023 – end March 2024

Term of contract: 12 months, working between 30 - 37.5 hours per week.

Salary: Negotiable, based on experience and contract term.

Contract overview:
Starting on Monday 27th March 2023, you will meet the current marketing team.

There will be a one-week crossover with you for colleague introductions, systems training and overview of plans for 2023.

We understand that it often takes months to understand a new role, and feel ‘settled in’ to the work you are doing. Therefore, in order to support this contract as best as we can, the interim Marketing Manager role will sit under leadership from Interim Marketing Lead.

Our Interim Marketing Lead works in the Marketing Team for Jersey Heritage, and is well versed in the plans for 2023.

A full annual strategy will be created for the interim Marketing Manager to follow, along with campaign overview plans and objectives for the year. This means that you will have the opportunity to think creatively while working to a brief. There will of course be new projects and campaigns that present themselves over the year which you will end-to-end manage and deliver, over and above the plans already outlined.

The Interim Marketing Lead will act as interim line manager and will be responsible for leading the strategy, budget control, sign-off and of course providing day-to-day support.

Flexibility:
We are comfortable offering flexible working with ‘work from home’ days should that suit you, however would like your primary location to be at Jersey Museum in our Curation & Experience team office.

Working hours are ideally between our core hours of 0830 – 1700 daily, with one hour lunch break.

We are also comfortable discussing reduced hours for this contract term should that suit you, so long as we cover a minimum of 30 hours per week.

Marketing Manager role overview:
We are seeking an enthusiastic, friendly and professional marketeer to ‘hit the ground running’ on a 12-month maternity cover contract.

You will have big ideas, be self-motivated and have strong interpersonal skills.

In order to support you as best we can, you will report to Helen Gray who is acting as interim Marketing Lead for the term of this contract.

This means you will have the support needed to deliver projects over the 12 months, without having any pressure to gain the political understanding of the organisation. Helen has worked for Jersey Heritage for over a decade and is extremely well-placed to help you in this role.
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What the Marketing Team will deliver...

Interim Marketing Manager

- Delivery of projects to support the marketing strategy outlined by the Marketing Lead.
- Invoice management using Erequest/Yooz/relevant finance system.
- Recording all budget spend, managing invoicing process.
- Suggestions of further budget spend to Marketing Lead for 2023/2024.
- Management of design agency workload and briefing of work, with sign off resting with Marketing Lead.
- Communications with suppliers for all projects.
- Market all JH content including visitor sites, Membership, tourist and resident activity and JH activity across the Island.
- Look to maximise commercial opportunities for 2023, work with Commercial Operations to make these happen, and report on these using Google Analytics with support of Switch and Marketing Lead.
- Create regular surveys throughout year, working with Island Global Research to utilise information gathered from reports to inform marketing decisions for year and further. Work alongside Marketing Lead on this.
- Ensure that promotional posters and signage are put up as needed on site (this may mean physically heading to site to put in relevant slots).
- Manage suppliers such as Matt from Shooht (digital screens), Sally at C103 (radio ads), Rachel at ITV (ITV TV and Hub campaigns), Ceri at Gallery (print advertising), Debbie at JEP (Supplement and JEP advertising), Visit Jersey, Sigttech, TPA, Deborah Shead etc in order to link campaigns together strategically and ensure a consistent brand message in the local and tourist market.
- Work with Marketing Lead to manage overseas tourism strategy, advertising booking and completion and reporting on these things.
- Explore opportunities for organisations such as CITG, Condor, Tantivy, Jersey Bus and Coach Tours, Liberty Bus etc. to increase footfall and deliver added value to the visitor experience with Jersey Heritage, briefing colleagues in the Commercial Operations Team on managing these opportunities. Present ideas to Marketing Lead, who will advise on each.
- Work with Marketing Lead to manage Lets, Weddings and Venues budget spend suggestions, report on spend and suggest campaign plans in the UK market as well as local.

Marketing Lead

- Identify, manage and develop business opportunities to maximise income generation, footfall and engagement and develop and deliver pertinent management information, including market analysis as appropriate.
- Creation and implementation of annual marketing strategy for 2023/24.
- Manage tender procurement process under advice from SMT and the Board.
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- Produce reports as necessary on advertising performance.
- Produce Marketing Strategy and Review presentations (once per year) to the Board and to ECP sub-committee.
- Outline campaigns for the Marketing Manager to create content to support.
- Final sign off of these campaigns.
- Working with Marketing Manager to approve budget spend for 2023/2024.
- Oversee survey creation and reporting for various areas – visitor satisfaction, marketing success, focus groups etc as needed.
- Support Marketing Manager in looking to maximise commercial opportunities for 2023, work with Commercial Operations to make these happen, and report on these using Google Analytics with support of Switch.
- Work with Marketing Manager to manage overseas tourism strategy, advertising booking and completion and reporting on these things.
- Oversee the Marketing Manager’s budget spend suggestions for the 2023 Lets, Weddings and Venues budget spend suggestions, report on spend and suggest campaign plans in UK market as well as local – work with Commercial Operations (Michael Bee and Liss Bartlett) on this.
- Advise on Marketing Manager’s suggestion for opportunities for organisations such as CITG, Condor, Tantivy, Jersey Bus and Coach Tours, Liberty Bus etc. to increase footfall and deliver added value to the visitor experience with Jersey Heritage, briefing colleagues in the Commercial Operations Team on managing these opportunities.
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Our Values:

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<tbody>
<tr>
<td>Guardianship</td>
<td>Use it or lose it. Help heritage have a use and value in people's lives and in the life of the community so that everyone can help pass it on for future generations to enjoy.</td>
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<tr>
<td>Communication</td>
<td>Recognise that there are many perspectives on our work. Listen carefully both inside and outside the organisation, striving to improve mutual understanding.</td>
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<tr>
<td>Understand</td>
<td>Think about the evidence first. Seek to improve knowledge so that we can act on what we know about our users, the heritage in our care and about what the Island is trying to achieve.</td>
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<tr>
<td>Inspire</td>
<td>Be compelling, ‘bring imagination’ and enthusiasm to our work to motivate others to help care for heritage.</td>
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<tr>
<td>Collaborate</td>
<td>Be generous in the way we work. Help make sure the whole process of guardianship and enjoyment of heritage is open ‘for everyone’</td>
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<tr>
<td>Impact</td>
<td>Look for ways our work can make a positive difference to people’s lives. Strive for outcomes which in some way really do ‘create a better Island for everyone’.</td>
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Scope of the Role

<table>
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<tr>
<th>Category</th>
<th>Details</th>
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<tbody>
<tr>
<td>Reports to</td>
<td>Marketing Lead</td>
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<tr>
<td>Location</td>
<td>Jersey Museum, partial WFH or remote working considered.</td>
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<tr>
<td>Working hours/Pattern</td>
<td>Ideally between 30 and 37.5 hours per week.</td>
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<td>Line management</td>
<td>Management of outsourced business areas</td>
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<td>Operating budget</td>
<td>TBC</td>
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<td>Recruitment deadline</td>
<td>January 20th 2023</td>
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Knowledge, Skills and Experience needed

**Essential** –

- A strong team-player with enthusiasm, positivity and a flexible, supportive and ‘can do’ approach
- Proven experience working within marketing or an agency
- Problem solving skills and the ability to think laterally
- Highly effective interpersonal, communication and relationship management skills with professional disposition
- Attention to detail
- Able to plan, organise and prioritise. Able to work on own initiative without immediate assistance from line manager and take responsibility for getting things done
- Strong analytical skills
- Knowledge and experience of digital communications

**Desirable** –

- 2 - 5 years’ experience working in Marketing, PR or Communications
- Previous experience working within tourism
- Previous experience working with managing design agencies or multiple accounts.
- A Marketing degree, or relevant CIM qualification.
- Knowledge of marketing and audience development strategies in cultural organisations is desirable
- An understanding of audience research and evaluation
- Ability to evaluate risk and to make professionally-based judgements, and deal with business and political implications arising from decisions
- Market research and analysis experience
- Ability to influence and negotiate
- Numerate with excellent Excel skills. Able to provide and interpret management information
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- Knowledge of relevant Health and Safety compliance requirements and procedures.
- Full, clean driving licence is desirable.