**Job description**

|  |  |  |  |
| --- | --- | --- | --- |
| **Job title:** | Communications and Marketing Manager | | |
| **Department:** | Communications | **Contract:** | Permanent |
| **Reporting To:** | Head of Public Engagement, Curatorial and Communications | **Hours per week:** | 37 |

|  |
| --- |
| **1. Job purpose**  To lead strategic direction and planning for the Communications department, taking responsibility for marketing and communications with guidance from Head of Public Engagement, Curatorial and Communications  To ensure maximum brand awareness for York Museums Trust  To oversee effective internal and external communication activities for York Museums Trust.  To lead the Communications team as part of the broader Public Engagement team  To manage the production and implementation of York Museums Trust communication strategies.  To oversee and manage all PR and Digital promotion of all YMT sites. |

|  |
| --- |
| **2. Dimensions**  **Budgets –** Responsibility for the Communications and Marketing budget in excess of £189k  **Line Management -** Directly line managing posts:   * Marketing and Communications Officer * Digital Communications Officer * Communications Assistant X 2   **Role Impact**   * Lead effective marketing and communication activities across a range of media including social to deliver audiences * Ensures all communications and marketing activity is informed by excellent audience insight for all YMT sites to inform effective communications and programming, to achieve organisational visitor number, diversity and income targets * Manage media relations for YMT, engaging and cultivating key members of the media * Raise the profile of YMT and manage the reputation of the Trust |

|  |
| --- |
| **3. Principal accountabilities**  **Core Responsibilities**   * To develop audiences through delivery of a strong communications and marketing strategy * To lead on and manage all marketing and communication activities across the organisation including press relations, social media and brand identity * To represent the Communications Team in strategic decisions at the Senior Leadership Team * To act at all times as an ambassador for the Trust, supporting the CEO, Senior Leadership Team and other colleagues when necessary * To represent York Museums Trust externally building and maintaining relationships across the city and region to enhance the cultural tourism offer   **Management**   * To manage the Communications team setting team plans and workload * To line manage the Marketing and Communications Officer, Digital Communications Officer, Communications Assistant X 2 holding regular catchup meetings and managing performance with agreed SMART objectives * To ensure a CPD programme is maintained for the team and providing active CPD support * To manage the Communications budget in a strategic manner ensuring spend is allocated appropriately * To be an active member of the Wider Management Team * To manage marketing and communications for York Museums Trust * To work on advocacy messages in partnership with Head of Fundraising and Advocacy * To develop effective strategic partnerships with agreed organisations including City of York Council, Make it York and Welcome to Yorkshire * To co-ordinate and commission external agencies including freelance photographers, film makers, designers, printers, researchers and consultants as necessary   **Communications & Audience Development**   * Reporting to the Head of Public Engagement, Curatorial and Communications, develop a strong communications and marketing strategy to reach new and existing audiences * To support Head of Public Engagement, Curatorial and Communications with targeted campaigns to reach specific audience segments and to generate visitor numbers * To oversee all digital communications for the Trust (websites and social media) ensuring that the activity supports communication and marketing goals and maintains a consistent voice and tone to increase the organisation’s overall exposure * To advise the organisation on existing and new communications channels and technologies as they emerge * Working with the Head of Public Engagement, Curatorial and Communications, to oversee the production of an Audience Development Plan * To ensure all marketing and communications activity is informed by audience development data * To support CEO and Head of Fundraising and Advocacy in advocacy messages and initiatives, reputation and brand management * Reporting to CEO and Public Engagement, Curatorial and Communications, to develop a strong internal and external brand for YMT at all sites ensuring high standards of corporate presentation applied internally and externally * To advise the organisation on key messages for a range of audiences and communities * To oversee the development and management of promotional events, such as press previews * To ensure a strong internal communications strategy alongside HR input and ensure it is implemented across the organisation * Ensure that all internal and external communications as well as YMT-branded events support YMT’s access and inclusion principles   **Other duties/responsibilities**   * Promote, develop and advocate for equity, diversity, inclusion and anti-racism within the Trust. * Work in accordance with Trust procedures and all relevant legislation e.g. Health and Safety, Data Protection and Equal opportunities. * Other duties may be required from time to time which are consistent with the grading of this post |

|  |
| --- |
| **4. Key performance measures**  Visitor numbers met  Income targets met  Net promoter and customer satisfaction cores met  Increased online engagement with the cultural heritage shared by YMT  Increased media coverage of key exhibitions and events run by the organisation  New and existing audiences effectively targeted and measured using data and insight  Access and brand standards understood and adhered to by all within YMT |

|  |
| --- |
| **5. Knowledge, skills, experience and behaviours**  **Knowledge**   * Educated to degree level or equivalent experience * PR or Journalism qualification or relevant experience * A Chartered Institute of Marketing professional qualification or relevant experience * Thorough understanding of the media landscape, both regionally and nationally * Thorough understanding of digital media and the latest advances in digital communications * Understanding of Audience Development and the ability to use audience evaluation to improve communications and programming to attract visitors * Knowledge of the Heritage and Culture Sector (desirable)   **Skills**   * Strong leadership and organisational skills * A strong news sense and eye for a story, excellent journalist skills * Excellent written and oral communication skills * Strong managerial and organisational skills * Strong relationship management skills * Strong IT and digital skills * Ability to collaborate effectively with colleagues, staff, external stakeholders, consultants, trustees, and senior managers * The ability to multi-task while meeting deadlines * YMT has a strategic commitment to increasing its digital skill base. The post holder should be able to demonstrate competence in one or more of the following areas:   + Digital recording – e.g. photography, sound, video   + Social networking – e.g. twitter, Facebook   **Experience**   * Significant communications and marketing expertise (ideally in a museum/visitor attraction setting) * Proven experience of developing, implementing and maintaining an effective communications strategy, including internal communications * Proven experience of developing strong relationships with the media * Experience of managing sizable budgets over £55k * Ability to lead, coach, manage and steer teams   **Behaviours**   * Alert to external impacts on the organisation and pro-active about appropriate corporate Communications response * Willingness and ability to adapt to new trends and technology * Commitment to Continuous Professional Development for self and colleagues * Commitment to and advocacy of equality, diversity, inclusion and anti-racism and understanding how these apply to the role * Ability to build buy-in across teams beyond Communications and to work as a team player |

|  |
| --- |
| **6. Key relationships**  Head of Public Engagement, Curatorial and Communications  CEO  Communications Team  Senior Leadership Team  Fundraising Team  Digital Team  Senior Curators  Visitor Experience Manager  Trustees  External partners – organisational and individuals including CYC, Make it York, Welcome to Yorkshire, Big Attractions Group, English Heritage, National Trust, York Civic Trust |

|  |
| --- |
| **7. Organisation chart** |