

Marketing Officer Job Role

| JOB PROFILE | |
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| Job Title | Marketing Officer |
| Location | Braintree Museum, Manor Street, Braintree, CM7 3HW Warner Textile Archive, Silks Way, Braintree, CM7 3GB |
| Salary | £9.02 per hour |
| Hours | 8 per week (part-time) |
| Contract | Temporary, 3 months, potential to extend subject to funding |
| Reports to | Commercial & Marketing Manager |
| Manages | None |
| Job Purpose | To support the marketing of Braintree Museum and the Warner Textile Archive. |
| <p>Planning & Programming</p> <p>1. Forward planning content around heritage, gardens, membership, events, retail, ticketing, national days and other proactive ideas.</p> <p>Delivery</p> <p>2. Support the marketing of Braintree Museum and the Warner Textile Archive through:</p> <ul style="list-style-type: none"> • Social media channels (organic and paid) • Website content (blogs and newsletter) • Content development • Email marketing and newsletters • Print material • PR (local and sector press) and listings • Third party networks and partnerships • To develop and deliver our email, social and content calendar. <p>3. Planning, sourcing and drafting all copy, building emails/posts/web pages and getting sign-off.</p> <p>Marketing Database</p> <p>4. Audit and review online listings and identify any that need updating and regularly monitor.</p> <p>5. Maintain the marketing database.</p> <p>Development</p> <p>6. Instigate, manage and sustain relationships with third parties such as reciprocals, listings, and event marketing partners</p> <p>7. Take the lead on driving marketing opportunities e.g. flyering, data sharing, reciprocals etc.</p> <p>Performance</p> <p>8. Generate monthly analytical reports from social media and website reports for review and action.</p> | |

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9. To provide the data for the monthly Performance Management report.

Trust Accountabilities

- To take responsibility for maintaining own health and attendance.
- To support, contribute and comply with quality and governance procedures as directed by the Trust.
- To apply and actively promote the principles of the Trust's Equal Opportunities Policy in all areas of employment and service delivery.
- To undertake any other associated duties detailed by the Museums Manager including maintaining business continuity.
- To comply and actively promote all child and vulnerable adult protection standards within the Trust's Safeguarding Policy in all areas of employment and service delivery.
- To advise the Museums Manager if, at any time, the above duties and responsibilities cannot be performed.

Skills, Knowledge and Experience

1. Essential Criteria

- 1.1. At least one year's experience in a similar marketing role.
- 1.2. Excellent IT and social media skills.
- 1.3. Excellent copywriting skills
- 1.4. Creative and experience of achieving high standards of content.
- 1.5. Excellent personal organisational, planning and communication skills.
- 1.6. Ability to work independently, accurately and methodically.
- 1.7. Team worker, flexible and willing to take on new challenges.

2. Desirable

- 2.1. Experience of working in the heritage sector

Deadline for applications is 5pm 28th January 2022. Interviews to be held in person on 4th February.

Please email your CV with expression of interest letter (no more than 1 side of A4) explaining why you are a good fit for the role.