

Job title:	Head of Marketing Engagement and Audiences.
Responsible to:	The Director of Partnerships and Engagement
Responsible for	Marketing and Communications Coordinators, Digital Communications Assistants, and Volunteers as and when required.
Salary:	£40,000 pro rata
Hours of work:	37 Hours per week
Contract:	Permanent
Place of work:	The Bowes Museum

Benefits: We are very happy to discuss flexible working and ways for our team to manage their home and working lives.

- 25 days holidays in addition to Bank Holidays.
 - 5% employers pension contribution.
 - Discount in the museum's café and our shop.
 - Free staff parking.
 - Employee Assistance Programme – providing a 24/7 free helpline.
 - Training and development opportunities.
 - Free entry for your immediate family to the museum.
 - Some mutual free entry arrangements with other partnership attractions.
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Head of Marketing Engagement and Audiences Role Description and Person Specification:

Organisational Relationships

- Reporting to the Director of Partnerships and Engagement
- Line Manager to team of 3, including Marketing and Communications Coordinators and the Digital Communications Assistant.
- Working alongside the Senior Leadership Team, Extended Management Team, museum staff, Trustees, stakeholders, volunteers and the Friends of the Bowes Museum.
- External networks, partners, suppliers, and freelance contractors.

The Role

The Bowes Museum seeks a new Head of Marketing Engagement and Audiences to lead the development, planning and delivery of our audience and stakeholder engagement strategy.

To be successful in this role, you will bring a combination of expertise in visitor experience research and development, brand awareness, and mar/comms campaign development and delivery. You will be an experienced project manager who can combine strategic thinking and leadership skills. You will also have strong staff management skills and be able to contribute effectively to the broader leadership and direction of the museum.

The post holder will lead and manage the marketing engagement and audience development function of the Bowes Museum Charitable Trust and Bowes Museum Enterprises Ltd. The Bowes Museum is a charitable trust and an Arts Council National Portfolio Organisation, with income from visitors, a growing membership scheme, growing commercial operations, donations, and grants.

As an experienced communicator, you will be passionate about engaging audiences in cultural experiences through vibrant and relevant content. You'll be experienced in creating and maintaining lasting customer relationships through multiple channels and in the online and onsite visitor experience. You will bring a collaborative approach to internal and external partnerships and work proactively to support colleagues in understanding audience motivations and improving the visitor journey. Your role will include budget planning and management, and you will ensure our resources are used effectively and efficiently. Planning well ahead to ensure maximum reach and impact is vital, as is a proactive approach to gathering and analysing audience research to support planning and provide insights to colleagues and the Senior Leadership Team.

Role Purpose

- To lead the museum's Marketing Engagement and Audience Development function, ensuring the museum connects and communicates proactively and effectively with new and existing audiences and stakeholders and maintaining a superb visitor experience from beginning to end, increasing our Net Promoter Score.
- To plan and deliver proactive public relations and media campaigns that build the profile of the Bowes Museum in the north of England, nationally and internationally.
- To grow audience engagement and membership take-up through engaging and cohesive programmes and effective marketing strategies that help meet and exceed visitor numbers, customer loyalty, commercial growth and fundraising targets.
- To undertake rigorous and relevant audience research, data collection and evaluation and generate insight and evaluation reports and presentations that inform marketing automation and targeted communications, programme planning, product development, visitor experience and business strategy.
- To represent the museum in the culture and tourism sector and build positive relationships with partners, stakeholders, customers, and suppliers.

The Person

You will be enthusiastic, highly organised, systematic, and accurate. You will communicate well with colleagues and our external stakeholders, partners, and suppliers. You will be proactive in problem-solving in a dynamic museum environment. As a confident and visible leader, you will enjoy building effective working relationships with a broad range of people and advocating for the

museum's values and behaviours. As someone used to juggling multiple elements, you will be flexible and adaptable in your approach and passionate about maximising audience and stakeholder engagement and supporting the resilience and sustainability of the Bowes Museum.

1. Specific Responsibilities and Duties:

- Lead the strategy development and delivery of proactive marketing engagement campaigns and public relations activities, including delivering cross-channel content to engage existing and new audiences, visitors, members, and stakeholders.
- Ensure the start-to-finish visitor journey and experience across all functions and departments is relevant, coherent and effective, supporting people to feel welcome, engage easily in the museum's offer at all points, and create and maintain lasting relationships.
- Lead the planning and coordination of an integrated museum visitor programme with department leads, informed and developed by audience data and cultural sector trends.
- Identify opportunities to engage and grow audiences and our relationship through programming and commercial activity.
- Plan and deliver an audience research strategy to understand existing and potential visitors' and members' needs, motivations, and appetites.
- Evaluate engagement and visitor experience using data and benchmarking, providing reports and insights to colleagues and the senior leadership team to support experience development and programming.
- Lead the growth and maintenance of the membership community through a membership strategy that includes regular and relevant communications and engagement activities.
- Working with the Director of Partnerships and Engagement, oversee the management and development of the Bowes Museum brand to ensure it remains fresh, relevant and attractive.
- Plan and manage budgets and KPIs (Key Performance Indicators) with the Director of Partnerships and Engagement, including grants, and report on these as required. Ensure budget and KPI planning is informed by evaluation of Mar/Comms activities.
- Act as the point person for Crisis Communications planning and delivery.
- Be responsible for staff management, motivation, leadership, training, and development for all direct report teams. This will include coaching and 1:1 support, team meetings, and performance management processes, including appraisals for wider team members as required, all while developing a can-do culture of positivity and success.
- Provide cover and act as the duty manager on site as required to support the needs of the business.

2. General Responsibilities and Duties

- Contribute effectively to the success and culture of The Bowes Museum.
- Interact and cooperate proactively with all employees, trustees and volunteers, ensuring good teamwork, inclusive practices, and interdisciplinary activities across work strands, projects and programmes.
- Support effective communications and promotion of The Bowes Museum and our activities.

- Work flexibly at times and on occasions that connect with the needs of our audiences and communities.
- Take ownership of your professional and personal development, working with your line manager to identify and address gaps in skills and competencies.
- To actively work within the museum's environmental policy and lead our teams to always seek ways to operate more environmentally friendly.
- Participate in broader projects through the museum alongside colleagues.
- When required, work outside of normal hours, including evenings and weekends.
- Ensure all compliance with all policies and procedures through your department, including GDPR, Health and Safety at Work Act 1974, Safety Policies and financial policies.
- Any other duties requested by the line manager as deemed commensurate with the role of the Head of Marketing Engagement and Audience.

3. Person Specification

Criteria	Essential (E) Desirable (D)	Assessment process: Application (A), Interview (I), Test (T).
Job-specific competencies/qualities/experience:		
Knowledge and experience in developing and delivering high impact marketing and public relations campaigns and activities for visitor attractions and/or cultural organisations.	E	A/I/T
Marketing and Communications Qualifications (Degree, CIM, CAM etc)	D	A
In-depth experience and knowledge of marketing engagement strategies and cross-platform content creation.	E	A/I/T
Expert knowledge of audience research methods, including segmentation, analysis, and reporting.	E	A/I
Knowledge and experience in growing and maintaining membership and stakeholder relationships and partnerships in visitor attraction and/or cultural settings.	E	A/I
Knowledge and experience in brand management and development for profile raising and recognition.	E	A/I
Experienced in planning and coordinating visitor experience development activities and programmes.	E	A/I
Proven experience of working at a senior level, preferably within museum, heritage or cultural organisation.	D	A/I
Knowledge and experience of project and budget planning, management and reporting.	E	A/I
Strong leadership and people-management skills.	E	A/I
Core competencies/qualities/experience:		
Experienced project manager. Highly organised, able to prioritise and work to tight deadlines.	E	A/I
Strategic and analytic thinker, able to plan effectively and lead the development of new business areas.	E	A/I
Experience in developing and managing high-performance teams and business areas.	E	A/I
Display high levels of enthusiasm, flexibility and commitment. An excellent team player.	E	A/I
Ability to communicate effectively internally and externally, engaging with and enthusing others.	E	A/I
Experience and ability in navigating challenges proactively and effectively.	E	A/I
Willingness to be accountable for personal performance.	E	A/I
Proven working experience of managing people and projects effectively.	E	A/I
Knowledge of Equality, Diversity and Inclusivity issues and experience in addressing these proactively.	D	A/I
Experience using technology and digital platforms for business and project management, engagement, and communications.	D	A
Generic competencies/qualities/experience:		
A strong knowledge of and commitment to the mission, aims and values of The Bowes Museum, including inclusive and participative practices.	E	A/I
Computer literacy and knowledge of digital technologies.	E	A/I

Excellent written and verbal communication and interpersonal skills.	E	A/I
Adaptable and flexible, able to manage multiple strands of work and responsibilities proactively.	E	A/I
Qualifications		
Educated to degree level or equivalent in a related subject.	D	A
Evidence of commitment to continued professional development.	E	A

Inclusion and Diversity:

We believe that diversity and equality within our workforce, programmes and approaches are crucial to our mission of being inclusive and relevant to our communities. We want everyone to feel welcome. We, therefore, particularly welcome applications from candidates under-represented at The Bowes Museum and within the heritage sector, including, but not exclusively, those who identify as global majority and/or disabled.