



Role Profile

Job Title:	Campaign Manager
Department:	Marketing (Museum Operations Directorate)
Reporting:	Head of Marketing and Communications
Location:	NMRN (HQ)
Date:	December 2021

NMRN Vision and Mission

Vision: To be the world's most inspiring Naval Museum

Mission: Inspiring learning, enjoyment and engagement with the story of the Royal Navy, and its impact in shaping the modern world.

Primary Job Purpose

Responsible for delivering the NMRN's marketing strategy by developing and implementing strategic multichannel marketing and communications, plans and campaigns that engage diverse audiences, increase awareness, drive footfall and generate revenue. Including working in partnership with the Mary Rose Museum in the delivery of Portsmouth Historic Dockyard activity.

To use knowledge of demographics, pricing schedules, market trends, competitor products, and other information relevant to the NMRN's organisational objectives to inform marketing and communications and campaign planning.

To measure, evaluate and report the success of marketing campaigns to inform and share with colleagues to ensure it can inform future strategy and direction.

Decision making authority and freedom to act

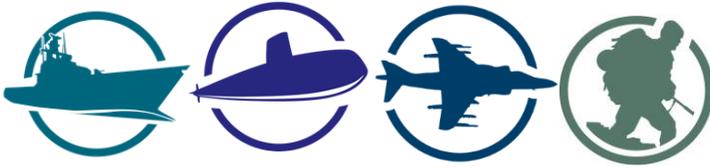
To work with the Head of Marketing and Communications and the Digital Marketing Lead implementing digital and marketing and communications strategies making decisions on the tactical delivery in delegated areas.

To agree with the Director of Marketing, Head of Marketing and Communications appropriate campaign objectives including visitor numbers and income targets, and to regularly monitor and review these targets.

To lead campaigns and project manage as delegated, liaising with channel specific specialist team members across the department.

To collaborate with representatives from the Mary Rose Museum to agree and deliver all campaign activity in relation to the Mary Rose Museum.

To collaborate with departments across directorates and support projects and activities with marketing and communications campaign support. To advise teams on the best marketing approaches to achieve their objectives and inform product development to align with target markets.



To work collaboratively with representatives of the programming team to co-ordinate campaigns that support the wider programming and organisational objectives.

When delegated, to represent the National Museum internally and externally to include: speaking with authority at external conferences, meetings, etc.

Contribute to the delivery of the Corporate Plan.

Financial responsibility

Delegated authority from the Head of Marketing and Communications (band F).

To hold campaign budgets as agreed and delegated by the Head of Marketing and Communications and ensure that campaigns are delivered on time and to budget whilst reaching their engagement and revenue targets.

To operate within the agreed budget non-staff costs and comply with NMRN financial policies.

Information systems

Shares and contributes knowledge at team meetings.

Identify appropriate KPIs to measure campaign outputs, and work with teams to ensure activities are appropriately evaluated.

Ensure the appropriate maintenance of documentation. To ensure campaign activity is monitored, evaluated, reported; and shared with colleagues to ensure it can inform future strategy and direction and improve user experience.

Inform and implement key policies and strategies.

To support the development of the corporate plan and other key strategies and plans.

To ensure all information systems are operated in accordance with NMRN policy and procedures and comply with the General Data Protection regulations (GDPR).

People management

Is a role model of NMRN values and behaviors whilst at all times acting to enhance the National Museum's reputation and ensuring its collections are protected for future generations.

To work as part of a matrix management structure offering dotted line support to the two marketing Assistants and provide them with effective leadership and coaching.

To manage third parties and contractors to support the delivery of campaign plans.

Developing knowledge of own work area to positively share with colleagues.

Ability to work within and effectively contribute to a variety of teams.



Communication and relationships

Supports other marketing, communications team and wider NMRN and the Mary Rose Museum colleagues by providing clear plans which are informed by the team. Acts as a central liaison in the delivery of campaigns.

Receives audience insight from Customer Relationships Lead, CRM Officer and Digital Marketing Lead.

Supports internal communications across NMRN ensuring that colleagues and internal stakeholders are engaged with campaign plans and outcomes.

Develops, prepares and presents accurate, timely and appropriately detailed reports on campaigns to stakeholders, as required.

Works regularly with colleagues across the NMRN on the development of campaign plans that meet wider organisational and project objectives.

Liaise externally with other networks, organisations and wider business partners and ability to positively represent the Museum to external organisations.

Establish and maintain good working relationships with externally commissioned professionals.

Knowledge, Skills and Experience

Subject	Mandatory
Knowledge	<p>Project managing multi-channel marketing and communications campaigns from brief to delivery.</p> <p>Technical competence in a broad range of Marketing and Communications tactical processes including briefing contractors, creating assets and managing securing media space.</p> <p>Tactical understanding of market analysis, audience development and market segmentation and how to apply it in campaign planning and implementation.</p> <p>Understanding of evaluation and reporting of campaign KPI's.</p> <p>Ability to influence at all levels and good negotiation skills.</p> <p>Excellent standard of written and verbal communication.</p>
Experience	<p>Working with and managing the input of outside agencies and third party contractors.</p> <p>Evidence of delivering successful multi-channel marketing campaigns in similar environments and developing and delivering sales and marketing strategies and plans.</p> <p>Working with and influencing multiple stakeholders and partnerships.</p>



	<p>Experience of marketing in the leisure/tourism/heritage sector supporting the development of complex consumer and/or destination brands.</p> <p>Setting and delivering targets and budgets.</p> <p>Ability to work independently and organise and prioritise workload to meet changing demands and comply with tight deadlines.</p>
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These are a guide to the contents of the main job and the skills and experience required. (This is not intended to be a task list). It is inevitable that the job content may change over time, and post holders are normally consulted about any significant changes. This information may be periodically reviewed, revised and updated to reflect appropriate changes.

I have read and fully understand the above Role Profile

Agreed by Date:..... (Employee)

Approved by:..... Date:..... (Line Manager)