**JOB DESCRIPTION**

**Job title:** Marketing Officer

**Reports to**: Head of Communications & Development

**Salary**: c. £28,000

**Contract**: Permanent

**Hours**: Full-time. Working hours 9am to 5.30pm, with occasional work outside these hours.

**Context**

**The Holburne Museum** was Bath’s first art museum, founded in 1882 with Sir William Holburne’s collection of Italian and Dutch paintings, silver, furniture, porcelain and decorative objects.

The Holburne has since secured a national reputation as an outstanding museum which holds critically acclaimed exhibitions. Our programme sets out to bring to Bath great art of all periods and from around the world, seeking to set the art of the past in dialogue with contemporary practice in exciting and dynamic new ways.

The Communications team is small but creates large impact on a limited budget. We recently won ‘Best Marketing Campaign’ at the Creative Bath Awards for our activities around the
Mr Doodle exhibition last summer, which filled the city’s streets with his iconic doodles and helped secure a 25% increase in visitors to the Museum.

We are opening two new galleries in September, rolling out a new brand for the museum, and developing a new website which is due to launch in early 2026.

The Marketing Officer will be a crucial new addition to the team at this busy time, helping to develop campaigns to promote our exhibitions and events, and supporting our wider plans to grow the profile of the Museum.

This post will manage a busy and varied workload, collaborating closely with colleagues across the museum and our partners. Flexibility, creativity alongside an analytical approach, proactivity and the ability to communicate at all levels will be essential.

**MAIN RESPONSIBILITIES**

Marketing campaigns

* Devise creative campaigns to promote our exhibitions and events, in support of our overall marketing strategy to grow visitor numbers and increase brand reach
* Develop engaging digital content and stories across a range of formats that engages our audiences and communities with the museum, our exhibitions and collection
* Create, edit and schedule engaging social content that is consistent with our tone of voice and editorial style, optimising for each platform and format
* Work closely with the Head of Communications & Development to devise an advertising plan for the year across print and digital platforms, maximising free and cross-promotion opportunities
* Develop and deliver our approach to digital paid media and online advertising campaigns, (e.g. Google Search, Meta) creating digital assets to support activity, and assess their return on investment to inform future campaigns
* Monitor and evaluate the impact of digital campaigns, drawing on audience research, ticket data and digital engagement metrics, adapting strategies accordingly.
* Produce regular reports to share with the wider team
* Manage our mailing lists of members and subscribers, scheduling a series of regular e-newsletters, and introducing a segmentation plan to allow for more tailored content
* Keep track of trends and seek opportunities to further grow our followers and reach

Website

* Support the Head of Communications & Development to deliver a new website for the Museum, monitoring timelines and deliverables to ensure the project stays on track
* Manage content on the Holburne website, keeping key information up to date, and trouble-shooting any technical issues within the CMS
* Maintain high editorial standards by ensuring content is accurate and well written, and imagery is engaging and supports the brand
* Manage SEO activities to improve visibility and site traffic
* Work closely with web agency to monitor performance and seek opportunities to further improve functionality and user experience

Brand and visual identity

* Support the Head of Communications & Development to manage and maintain the Museum’s new brand identity, following style guidelines to create well-designed assets with consistent branding and tone of voice
* Use Canva or Creative Cloud software to create branded assets in-house when appropriate
* Brief designers to produce branded assets, which may include assets for digital ads, print adverts, animations or social graphics

Events

* Support the organisation and delivery of successful events, including talks, workshops and other seasonal activities
* Monitor event ticket sales and plan promotional activity accordingly to ensure events are well attended

General

* Support PR activity in partnership with the Head of Communications & Development, Marketing Assistant and our external PR agency
* Develop relationships with colleagues across the Museum to understand opportunities in their areas and collaborate on developing relevant content and campaigns
* Liaise with external partners and providers, building positive and productive relationships
* Manage and track spend against the annual Marketing budget, working closely with the Head of Communications & Development, ensuring good value for money
* Work closely with, and support the part-time Marketing Assistant to agree priorities, monitor their workload and ensure opportunities for development
* Carry out other duties relevant to the post as reasonably required. From time to time, this may include events that take place on weekends and evenings

**PERSON SPECIFICATION**

**Essential**

* At least 3 years of experience in a similar role
* Excellent communication skills with the ability to write, edit and present interesting, clear and accurate information for different audiences
* Experience of delivering impactful and creative marketing campaigns
* Experience of setting up and monitoring paid media campaigns, including Google Search and PPC campaigns
* Experience of working with data and metrics, reporting, analysing audience data and using findings to influence campaign improvements
* Confident using web CMS, in particular Wordpress
* Audio and video editing skills (e.g. TikTok, audio for Bloomberg Connects, podcasts, Instagram reels)
* Excellent organisational skills, with the ability to work on several projects simultaneously to coordinated deadlines
* Ability to use initiative and work independently when needed, coming up with creative solutions
* Experience of budget management
* An interest in making an impact within a cultural organisation and the wider sector

**Desirable**

* A keen interest in art and culture
* Experience of promoting a venue or visitor attraction
* A sound knowledge of website development
* Design skills and experience of working with creative software (e.g Adobe Creative Cloud applications or Canva)