



## **Job Description**

### **Head of Marketing & Communications**

#### **Introduction**

The Sussex Archaeological Society is a registered charity that opens historic properties and gardens to the public, curates six fully accredited museums and undertakes research through our libraries, archive collections and small research grants. We care for 10 Listed Buildings, six Scheduled Monuments and a Registered park and garden.

We also host a finds identification service and offer a variety of walks, talks and conferences on the archaeology and history of Sussex. We hold archaeological collections for the counties of East and West Sussex, including the award-winning Collections Discovery Centre at Fishbourne Palace.

Our property portfolio is extensive, stretching from the Fishbourne Roman Palace near Chichester, Lewes Castle and Barbican House Museum, Anne of Cleves House and Bull House in Lewes, Marlipins Museum in Shoreham, Michelham Priory, The Priest House in West Hoathly and the iconic Long Man of Wilmington.

As a key member of the newly formed leadership team, you will have managerial responsibility across all the Society's historic sites, in addition to playing a key role in the strategic development of the wider Society. The post-holder will also deputise for the Chief Executive.

#### **Job Profile**

To develop, implement and lead on the marketing, communications and digital strategy for the Sussex Archaeological Society, with the goal being to engage a wide range of audiences (regionally, nationally and internationally) in the activities of the Society.

Working with colleagues from across the entire Society, the Head of Marketing and Communications will be responsible for ensuring that all visitors and market-led thinking and insights are considerations in our decision-making processes and strategies.

You will be responsible for coordinating a wide range of marketing, communications and engagement projects, as well as overseeing the planning and day-to-day running of the Society's digital and social communications channels.

#### **Reporting Relationships**

The Head of Marketing & Communications reports to the Chief Executive

## **Key Tasks and Responsibilities**

- To develop and implement coherent organisation wide marketing and communications strategies to ensure department and functional strategies are aligned and driving in the same direction to meet common goals.
- To ensure that marketing and communications activities are inspiring, relevant and impactful, promoting the full breadth of the Society's work, locally, nationally and internationally.
- To develop and implement a brand strategy that supports the Society's mission and to be responsible for corporate identity and brand sign-off for all external marketing publications and communications.
- To lead and oversee marketing and communications strategies for new and developing programmes of work and a wide range of current and planned commercial activities aimed at increasing income generation.
- To lead on developing and implementing marketing and communications strategies for growing and diversifying public engagement across all areas of the Society's work.
- To lead on the Society's digital footprint and take responsibility for an agreed range of engagement targets across all social media platforms.
- To lead on the development and maintenance of relationships with external marketing agencies and suppliers.
- To undertake rigorous monitoring and evaluation of activities to measure return on investment (ROI), to prioritise resource and enable continuous improvement.
- To oversee the management of relationships with press and media representatives to increase and influence positive press and media coverage.
- To advise on reputational risk and lead on crisis communication plans should the need arise.
- To bring excellent judgement and insight to the wider strategic leadership of the Society, demonstrating a strong commitment to collaboration, cross-team working and complex stakeholder management.

## **Person Specification**

The person specification below indicates the qualifications, experience, knowledge and skills required to undertake the role effectively. This list is not exhaustive and is intended to reflect your main tasks and areas of work.

### **Essential Selection Criteria**

#### **Education/Knowledge**

- A qualification in Marketing and/or Communications such as the CIM Diploma or relevant degree.
- Significant marketing and communications experience in a senior capacity, ideally within a comparable sector.
- A strong track-record in marketing and communications. This should include: proven ability in the development of marketing and communication strategies and delivery of operational plans, the development and launch of major integrated marketing campaigns and familiarity with the rapidly changing digital world.
- Demonstrable experience of developing, implementing and evaluating highly effective brand strategies and campaigns which have created shifts in the perception, engagement and income generating capacity of an organisation.

- Significant experience in market research, specifically segmentation and audience development.
- Significant experience of leadership, line management and development of teams.
- Demonstrable experience of building external partnerships, maintaining effective relationships and managing suppliers.
- Experience in the management of budgets and of establishing procedures for monitoring progress against plans.
- Heritage and/or tourism marketing knowledge.
- Creativity, innovative and a passion for marketing and communications.
- Exceptional people skills; inspiring colleagues and a seasoned networker.
- Visual flair in assessing creative design work .
- Excellent presentation skills with an ability to present both qualitative and quantitative information in a clear, concise and persuasive manner to all levels of the organisation.
- Experience of commissioning and managing external marketing agencies
- Commercial focus, drive and entrepreneurial flair

**September 2021**