

## **JANE HODGKINS**

**Nominated as a result of Council recruitment process by Amanda Jones (Chair of Council) and Matt Pope (Deputy Chair of Council)**

### **PERSONAL STATEMENT**

I have been a trustee for Sussex Archaeology Society for 3 years and have helped shape and navigate the strategy to ensure SAS continues to operate, flourish and thrive. I have particular interest in the Society's marketing and communications plans and have assisted in the development of these essential activities. I have closely followed the progress of The Sussex Archaeology Society for many years now, in particular your portfolio of listed buildings, historic gardens, ancient monuments and accredited museums, and the engagement with visitors to these sites. I am confident my professional skills and expertise will help steer the Society towards greater success and its ongoing future.

I am a dynamic and forward-thinking marketing and communications professional having worked at senior and strategic levels within the museum, heritage, cultural and tourism sectors. With 35 years proven experience, I am passionate about developing and delivering Audience Development, Marketing, Communications, Brand and Digital Strategies, that meaningfully connect with diverse audiences, and engage, entertain and educate.

I am totally committed to ensuring that I give the best I can to any organisation for whom I work. I have made significant contributions to marketing, communications and tourism. My entire career has been dedicated to delivering exceptional visitor experiences, increasing visitor footfall and improving revenue generation. I have consistently achieved these goals for national heritage attractions, European leisure companies, Destination Marketing Organisations (DMOs), tourism /economic development partnerships and cultural organisations.

Currently I work with an arts, cultural and creative organisation, Portsmouth Creates, which supports the delivery of work across the Portsmouth city, promoting the development of culture, creative talent and infrastructure. I deliver focused solutions for supporting and growing the cultural community and enabling businesses to adapt at a pace, especially during challenging times. In addition, I work in an art gallery where I am committed to promote and enhance artistic talent and creativity in the area. Responsible for the commercial and artistic success of the gallery, I manage the sales and marketing activities of running this commercial art gallery and communicate directly with artists and dealers.

Prior to that, as Head of Marketing and Communications for the National Museum of the Royal Navy's 14 Museums (NMRN), I was responsible for directing internal and external marketing and communication policies for multiple heritage sites with complex audiences, locations and products. I created, integrated and delivered all the marketing, admissions, ticketing, digital/CRM (customer relationship management) and rebrand projects. Major achievements included:

- Maximizing admissions achieving record growth in 2018
- Increasing ticketed income through budgeted yield management

- Maximising audience growth using detailed segmentation analysis for each sites
- Improving membership participation via an extensive programme of events & promotions
- Aligning 14 independent museums into one National Museum of the Royal Navy (NMRN) brand and producing guidelines for visual identity
- Integration of a Customer Relationship Management System overhauling communication procedures and interactions.

The NMRN is still ranked as the 5th most visited Museum in the UK (outside of London) by the Association of Leading Visitor Attractions (ALVA). It is still the NMRN's ambition to 'become the world's most inspiring Naval Museum in the world', and I feel proud to have contributed to this mission.

I strongly believe that by taking The Sussex Archaeological Society's iconic heritage sites and the myriad projects that are achieved by the Society, it can inspire visitor footfall and engagement through curiosity, cultural/archaeological appreciation as well as personal pilgrimage. Enabling greater access, to more diverse audiences, who want to celebrate, enjoy and learn what the Society does, will not only widen its reach and appeal but also dramatically increase its revenue and growth potential. I know I can make a difference and achieve this vision.

I would be so delighted to use my wealth of experience to work with The Sussex Archaeological Society to continue to shape its future and strategic direction, overcoming challenges that will inevitably be experienced, to deliver financial stability, visitor growth and a reputation that is both national and international.