

The Sussex Archaeological Society

Job Description



Can you help us sell more tickets and entice more people to discover some of the best kept secrets in Sussex?

We are looking for a creative, innovative, self-starter to lead the marketing function at Sussex Past – the trading name of The Sussex Archaeological Society.

We are at a pivotal moment in our story. This is a rare and an exciting opportunity to contribute to the development of the Society, aid in securing it's future and ensuring generations to come can continue to enjoy the incredible collections and amazing sites.

Job Title	Marketing and Sales Manager
Location	Based at Barbican House in Lewes with some travel. Some home working.
Contract type	Permanent
Reports to	General Manager
Line reports	Marketing Officer (F/T) Communications Asst (P/T) Membership asst (P/T)
Hours	Full time 37 hrs with occasional early morning/evening hours
Salary	35 – 40K salary range dependant on experience
Main Purpose of the Job	<p>The Marketing and Sales Manager is the key Manager responsible for the promotion and celebration of the sites and work of The Sussex Archaeological Society.</p> <p>Acting at all times in accordance with the organisations values the main responsibilities include but are not limited to:</p> <ul style="list-style-type: none"> • To develop, implement and lead on the marketing, communications and digital strategy. • Oversee the planning and day-to-day running of the Society's digital and social communications channels. • Act as lead on fundraising appeals/drives • Engage a wide range of audiences regionally, nationally and internationally. • Ensure that all visitor and market-led thinking and insights are considerations in our decision-making processes and strategies. • Lead on increasing sales of Society Membership, Friends schemes and Volunteer programme. • Work with colleagues to research and actively pursue sponsorship/partnership opportunities.

Key Tasks and Responsibilities

Strategy and planning:

- Ensure department and functional strategies are aligned and meeting common goals
- To ensure that all marketing and communications activities are inspiring, relevant and impactful, promoting the full breadth of the Society's work, (curatorial and commercial) locally, nationally and internationally in a timely and appropriate manner.
- Develop, implement and uphold a brand strategy that supports the Society's mission.
- Be responsible for corporate identity and brand sign-off for all external marketing publications and communications.

Engagement:

- To lead on developing and implementing strategies for growing and diversifying public engagement across all areas of the Society's work.
- In conjunction with colleagues lead on regular communications to members, friends, volunteers and trustees.
- In collaboration identify, develop and nurture relationships with potential high value donors
- Ensure collaboration and relevant information sharing with SAS staff.
- Take responsibility for an agreed range of engagement targets across all social media platforms.
- Lead on the development and maintenance of relationships with external marketing agencies and suppliers.
- To oversee the management of relationships with press and media representatives to increase and influence positive earned media.
- To advise on reputational risk and lead on crisis communication plans should the need arise.

Sales:

- Increase income through proactive promotion of all commercial activities.
- Devise and deliver effective strategy for increasing membership across all opportunities.
- Undertake rigorous monitoring and evaluation of activities to measure return on investment (ROI), to prioritise resource and enable continuous improvement.
- In conjunction with colleagues contribute to strategy in order to attract commercial sponsorship and partnerships.
- Network as required to represent the Society.

Other:

- Support and develop line reports.
- Manage the Marketing budget and contribute to financial planning/reporting.
- Regularly evaluate feedback and coordinate responses to customer comments.
- Assist with collecting and analysing data contributing to grant applications and sponsorship opportunities as required.
- Undertake training as necessary and attend staff meetings as requested.
- Willingness for travel to and work at other SAS sites as required.

This job description sets out the accountabilities of the post which may vary from time to time without changing the general character of the accountabilities or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading or pay of the post.

Person Specification

Job Title: Marketing and Sales Manager

Essential	Desirable
<ul style="list-style-type: none">• Demonstrable Supervisory or Management experience• Confident in use of Microsoft software systems• Knowledge of database/CRM system management• Experience of managing/delivering digital/social media strategy• Demonstrable experience of devising and delivering successful campaigns• Excellent communication and interpersonal skills	<ul style="list-style-type: none">• Working knowledge of Access Gamma or similar software• Website management• Experience of fundraising• Demonstrable interest in history/heritage• Prior experience of delivering growth on a loyalty/members scheme

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