



THE TANK MUSEUM

## **Marketing Communications Manager**

### **Role Description**

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The Tank Museum brings the story of tanks and their crews to life, with the world's best collection of tanks in modern, awe-inspiring exhibitions.

The museum houses some 300 vehicles, representing every major conflict since the First World War. Our moving exhibitions tell the story of this British invention; from the mud of the Somme, to the beaches of Normandy and the deserts of Iraq – featuring powerful stories from the soldiers that fought in them.

Around 200,000 people visit Dorset's largest indoor attraction each year, with the annual TANKFEST event drawing visitors from across the globe. The Tank Museum has a global online reach, with a large supporter base and following on a range of social media platforms.

This is underpinned by the outstanding national importance of The Tank Museum's collections and the expertise of those who care for them. Alongside vehicles, the collections include medals, images, documents, personal papers, books, weapons and memorabilia.

The museum is situated in Bovington which is regarded as the 'home of the tank', as it was here that some of the first tank crews were trained during the First World War. It remains home to the Royal Armoured Corps today. The museum was founded in 1923 as a teaching resource for the Tank Corps. Over the past decade, the museum has transformed itself into a leading 21st century military museum.

As museum of the Royal Tank Regiment and Royal Armoured Corps, The Tank Museum is a registered charity which has been part of Arts Council England's National Portfolio since 2018.

### **Marketing**

The Marketing Communications Manager is part of the Marketing Team and is responsible for communicating and managing relationships with individuals, audiences and communities critical to the success and reputation of The Tank Museum.

The objective of the role is to profitably build participation, engagement and develop audiences for The Tank Museum through the projection of content through owned and earned media channels.

Supported by the Marketing Communications Executive and the Community Relations Executive, the Marketing Communications team works on and offline to raise awareness of The Tank Museum, its collections, exhibitions, events, membership schemes, and other revenue raising functions.

With an emphasis on social and digital, this is a modern and exciting Marketing Communications role. The post holder will play a crucial role in the delivery of a new digital engagement strategy which aims to ensure The Tank Museum remains a leader in the field of online audience development.

## Role Profile

Role Title	Marketing Communications Manager
Department	Marketing
Key Relationships	Head of Marketing & Engagement (Line manager) Marketing Communications Exec, Marketing Exec (Communities) (Direct reports) Media Production Manager & Digital Marketing Manager (Key team members) Head of Collections, Curator, research team (Key cross departmental relationships)
Overall Role Purpose	Supported by the Marketing Communications Executive and the Community Relations Executive, the Marketing Communications team works on and offline to raise awareness of The Tank Museum, its collections, exhibitions, events, membership schemes, and other revenue raising functions.
Key Accountabilities	<p><b>Media &amp; Influencer Relations:</b></p> <ul style="list-style-type: none"> <li>• Manage and cultivate working relationships with individuals in key media outlets to act as intermediaries in the dissemination of key marketing messages.</li> <li>• Ensure that the regional, specialist, travel and industry media are updated and informed with news from The Tank Museum to maximise media coverage.</li> <li>• Proactively seek out media opportunities to increase the reach of The Tank Museum and its position as a thought leader in the field and study of armoured warfare.</li> <li>• Identify and develop relationships with appropriate social media influencers who can help The Tank Museum increase its reach, build its audiences or achieve its objectives.</li> <li>• Maximise the value of influencer relationships through endorsements, collaborations, partnerships, and event attendance.</li> <li>• Facilitate media visits for news, ensure such visits are stewarded appropriately.</li> </ul> <p><b>Content Creation &amp; Dissemination:</b></p> <ul style="list-style-type: none"> <li>• Managing the content matrix, liaising with the Media Team to ensure that the required content can be generated and disseminated to schedule.</li> <li>• Ensure content is topical, timely, channel appropriate, accurate and contributes directly to the achievement of The Tank Museum’s marketing objectives.</li> <li>• Ensure that content is repurposed and re-used across multiple channels and applications to maximise impact.</li> <li>• Maintain segmented distribution lists for the dissemination of news and content to media, influencers, and other stakeholder groups.</li> <li>• Work with the Digital Marketing Manager to ensure that paid media objectives are fully supported by organic activity.</li> </ul> <p><b>Publications/Website:</b></p> <ul style="list-style-type: none"> <li>• Populate and edit the monthly e-shot with news, event and retail information – ensuring that open rates and CTR are at above industry levels.</li> <li>• Ensure the News &amp; Articles section of The Tank Museum website is regularly updated with interesting platform-appropriate content. Ensure that this content includes appropriate Calls to Action.</li> <li>• Edit and project manage Tracklink Magazine and event show guides (Tiger Day and Tankfest)</li> </ul>

	<p><b>Social Media Management &amp; Revenue raising:</b></p> <ul style="list-style-type: none"> <li>• Manage The Tank Museum’s social media channels, curating appropriate content for each channel whilst implementing the Digital Interpretation Strategy.</li> <li>• Promotion and oversight of the Patreon scheme, focusing on organic recruitment and retention.</li> <li>• Support the promotional efforts of the Friends of The Tank Museum membership scheme through the promotion of benefits, news and events.</li> <li>• Support fundraising activity through the use of organic promotion and ensure that supported and funded projects are widely reported on through Tank Museum channels.</li> <li>• Ownership of online crowdfunding/donation platforms for large revenue appeals.</li> </ul> <p><b>Measurables &amp; KPIs</b></p> <ul style="list-style-type: none"> <li>• Management of a budget to cover services (email provider, PR agency, subscriptions).</li> <li>• Measure performance against a range of metrics and analytics on all online and social media activity – including “soft” and “hard” conversion targets.</li> <li>• Optimise and drive improvements in social media performance through channel expertise.</li> <li>• Report on all social media activity against KPIs, ensuring growth targets for reach, engagement and followers are met.</li> <li>• Line management and overseeing the work of two junior staff members.</li> </ul>
	<p>The duties and responsibilities in this job are not restrictive and the post holder may be required to on occasion undertake other duties. This will not substantially change the nature of the post.</p>

## Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> <li>Degree and/or professional qualification in marketing, public relations, communications or related disciplines.</li> </ul>	<ul style="list-style-type: none"> <li>Accreditation from a professional body</li> </ul>
Experience	<ul style="list-style-type: none"> <li>Three years hands-on experience and employment in Marketing Communications.</li> <li>Fluency in key online communications channels and social media.</li> <li>Experience of line managing team members.</li> </ul>	<ul style="list-style-type: none"> <li>Able to demonstrate examples of best practice in social media management.</li> <li>Able to demonstrate examples of first-class media relations activity.</li> <li>Experience of working in the non-profit/museums sector.</li> </ul>
Skills	<ul style="list-style-type: none"> <li>High level of IT Competency.</li> <li>Copywriting skills. Able to write copy quickly and accurately to suit the target audience and the medium.</li> <li>Strong “news sense”: able to identify and exploit any PR opportunity.</li> <li>Numerate with experience of managing budgets and analysing data to inform decision making.</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of successful results-based campaign management.</li> </ul>
Personal aptitude & skills	<ul style="list-style-type: none"> <li>Strategically minded, but hands-on in approach.</li> <li>Ability to work at a high pace, able to successfully deliver multiple projects simultaneously.</li> <li>Highly organised, excellent time management and line management skills.</li> <li>Competent verbal communicator.</li> <li>Solid analytical and problem-solving skills.</li> <li>Attention to detail.</li> <li>Creative. Able to see the bigger picture and maximise opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of leading a team and nurturing junior members of staff.</li> </ul>

Disposition	<ul style="list-style-type: none"> <li>• Self-motivated, ambitious with a drive to make continual improvements to practices and processes.</li> <li>• Good humoured. Able to handle pressure and react positively shifting priorities and demands.</li> </ul>	<ul style="list-style-type: none"> <li>• Must fit in to a team of equally ambitious professionals used to working cooperatively at a high tempo.</li> </ul>
Other requirements	<ul style="list-style-type: none"> <li>• Occasional working outside of core hours to support events, media opportunities and ensuring deadlines are met.</li> </ul>	