Marketing, Communications and Fundraising Manager
Role Description

Reports to:  Museum Director
Salary:    £28,000–£32,000 per annum + workplace pension
Terms:    This is a full-time role. Regular weekend working will be required.

• Member of the Duty Management team

Role purpose

To create and maintain a consistently high and positive profile for the Museum amongst its key audiences and stakeholders, create and implement campaigns and activities to maximise admissions revenue and other initiatives/income streams and ensure the Museum achieves its organisational objectives.

To ensure that the Museum delivers a physical and online experience that is customer/visitor-centred, aligned to strategy, enhances our reputation and helps build followership, locally and internationally.

To develop an evidence based fundraising strategy that supports the overall strategy and business plan of the museum, is aligned with our values and ensures our sustainability.

To be responsible for the management, development, optimisation and maintenance of the Yorkshire Air Museum website, as well as our online shop and integration with our ticketing platforms.

To increase public digital access to our collection.

As a member of the Management Team, to contribute to the development, implementation and measurement of strategic plans and to work closely with colleagues to ensure integration, cohesion and communication across the organisation to ensure the Museum’s objectives are met.
Key Role Responsibilities

Marketing

- To lead the creation of a marketing communications strategy that is aligned to our overall strategy and values, addresses our key audiences and creates cross-museum opportunities.
- To plan a comprehensive, costed annual marketing communications and advertising plan and digital marketing strategy for approval by the Director and Trustees.
- To manage and develop the museum brand, ensuring consistency in everything we do.
- To grow our relationships with the media and increase our media presence, both in print, and other media and digitally.
- To support the Museum Director with communications that promote the museum and memorial’s values and heritage.
- To develop the Museum’s digital business and drive awareness and visits to the Museum by planning and scheduling effective digital media campaigns.
- To work with the Collections Department to support a digitisation project aimed at increasing public access to our collection.
- To work with the Visitor Operations and Events Manager to develop and deliver an exciting annual programme of events aimed at various audiences.
- To develop our commercial strategy, working closely with the Hospitality and Retail team.
- To develop a CRM strategy, working closely with our visitor operations and ticketing team.
- Key responsibility for the development and management of the Museum website in line with our marketing objectives. This will consider the integration of the Museum’s website, its ticketing platform, its social media channels and its online shop. It will also include producing engaging content that aligns with our brand and optimises our digital performance.
- To lead in all aspects of marketing data compliance, ensuring that GDPR guidelines are adhered to through all communications and data warehousing activities.

Fundraising

- Working with our Fundraising Committee to develop a fundraising strategy aligned with our sustainability objectives. This will include overseeing the development and delivery of corporate development, major donors, patrons, membership, individual giving and legacy strategies.
- To manage and develop a portfolio of strategically important donors.
- To research fundraising streams, support the preparation of grant applications in conjunction with existing staff and trustees, supervise and monitor grant delivery.
- To review, develop, grow and manage our membership scheme.
Other responsibilities

- To prepare and issue members and visitor newsletters, invitations to events, special promotions etc.
- To prepare and place advertisements, advertorials etc.
- To manage and expand the Museum’s library of imagery (still and video) for promotional use, ensuring appropriate permissions are collected.
- To ensure the proper recording and review of the effectiveness of all marketing and communications activities.
- To provide the framework for internal communications initiatives such as a volunteer newsletter.
- To manage and develop staff and volunteers’ support for marketing and communications.
- To conduct audience development research and survey users and non-users in order to broaden our appeal, improve services and increase income.
- To uphold both the spirit and letter of the Museums Association’s Code of Ethics.
- To adhere to Museum policies, procedures and code of conduct to protect the Museum’s reputation, including GDPR, Health and Safety and Safeguarding policies and procedures.
- To work as part of a team and support colleagues across the Museum.
- To take good care of the health, safety and welfare of self, other people and resources, in accordance with organisational policy and statutory requirements and the safeguarding of children and vulnerable adults.
- To contribute to the regular monitoring of YAM’s risk register.
- To advise the Director and/or Trustees at the earliest opportunity if there is a risk of budgets being exceeded and prepare mitigation plans.
- To provide reports for and attend meetings of the Board of Trustees and relevant sub-committee meetings as required.
- To act regularly as Site Duty Manager, by rota, including site set-up, presentation and safe operation of the site.
- To participate in the delivery of events.
- To represent the Director and to attend Trustee meetings as required.
- To carry out any other occasional tasks that may be reasonably required by the Director or Board of Trustees.

Essential technical competencies:
Demonstrate a proven experience in marketing including digital marketing-oriented role at a managerial level.
Demonstrate experience of digital campaign management and managing social media channels.
An eye for detail and excellent writing skills.
Communication, inter-personal and problem solving skills.
Ability to think strategically and adopt change.
Experience of CRM and data analysis.
Experience of managing membership schemes.
Demonstrate experience of creating and running fundraising campaigns.
Experience in giving presentations and interviews.

**Additional desirable competencies**
Degree in marketing, business management or communication preferable
Active interest in history, aviation or the RAF preferable.
Experience of working for a visitor attraction or within the heritage sector.

To apply, please send your resume and letter of motivation to Barbara George at director@yorkshireairmuseum.org by 3rd September 2021.