**Job description**

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| **Job details** | | | | |
| **Job title:** | RIBA North Marketing Executive | | | |
| **Directorate:** | Business Services | | | |
| **Department:** | Click drop-down arrow to select appropriate DEPARTMENT | | | |
| **Grade:** | 2 | | | |
| **Location:** | Liverpool | | **If other, state where:** | Click here to add an alternative location |
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| **Job purpose:** | | | | |
| The purpose of this role is to provide marketing and communication support for RIBA North, develop the volunteer programme including growth and promotion of the RIBA Liverpool City Tours and to oversee the successful operation and marketing of the retail offer at RIBA North | | | | |
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| **Working relationships** | | | | |
| **Reporting to [job title]:** | | RIBA North Director | | |
| **Number of roles this job manages:** [attach relevant organisation chart to show linemanagement] | | 0 | | |
| **Other key relationships:** | | This post has dotted line management to the Head of Marketing | | |
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| **Main responsibilities** | | | | |
| 1. Work with the RIBA North Director and central colleagues to develop and implement an RIBA North marketing and communications plan 2. Working with the RIBA North Director and central colleagues, support the delivery of the marketing and communications plan at a local and regional level to ensure maximum profile to all audiences. 3. Maximise marketing opportunities for all strands of RIBA North activity locally through cultural and professional partnerships and forums such as Marketing Liverpool and the Waterfront Strategy Group 4. Create public and professional content across all our channels including the website and social media to drive awareness and footfall for RIBA North and associated programmes 5. Working with the RIBA North Director and the central marketing team, contribute to discussions and take action to grow our audiences, maintain accurate database information including visitor feedback analysis 6. Lead on internal communications for those based at RIBA North to develop a positive working environment, ensuring cross communication of activities and projects. 7. Manage the RIBA City Tours programme from marketing and communications, volunteer recruitment and training, tour development and ticketing. 8. Lead on the development and implementation of an RIBA North volunteer programme to maximise opportunities for volunteer support of activities 9. Lead on the implementation of the RIBA Liverpool City Tours programme growth strategy to maximise awareness, increase take-up and generate income. | | | | |

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| **Useful information** | | | |
| RIBA North is a major project for the RIBA. It is a physical venue situated on the Liverpool waterfront containing a museum standard environmentally controlled gallery, an information gallery and digital model of Liverpool, conference facilities for 80, 56 desk spaces, a café and shop.  There are two strands to this role:   1. Grow the awareness of RIBA North across our target audiences to drive footfall to all aspects of the project: retail/commercial/programmes 2. Grow the RIBA Liverpool City Tours programme - develop and implement a three year growth strategy including possible roll-out across the North and integration of the broader volunteer offer into the RIBA North strategy. | | | |
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| **Skills, knowledge and experience** | | | |
| * Excellent knowledge and experience of marketing across all channels including print and external advertising * Excellent knowledge and experience of digital marketing channels and especially of using and evaluating social media * Demonstrative skill for writing for effective communications (exhibition narratives, marketing copy, talks, briefs, print and digital) * Excellent project management skills with tested application to ensure projects are developed and delivered on time, on budget and in line with agreed KPIs * Excellent people skills with the ability to communicate with lots of different individuals * Good working knowledge and experience of retail management including stock control, pricing strategies and resource management * Experience of financial management and cash handling | | | |
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| Written by: | Belinda Irlam-Mowbray | Date drafted: | 14/07/2017 |