**Job description**

Job title: Marketing and Campaigns Manager

Hours: 36.25 hours per week

Reporting to: Director of Marketing and Experience

Purpose of job: As Marketing and Campaigns Manager, you will lead on the creation and delivery of innovative, audience-focused campaigns that raise the organisation’s profile, drive visitor engagement, and support income generation across key areas including ticket sales, events, and food and beverage offerings.

You will be responsible for planning and executing multi-channel marketing campaigns that blend digital and traditional media, including advertising, print, social media (organic and paid), PR, and direct marketing. Working closely with internal teams and external partners, you’ll ensure all communications are compelling, inclusive, and aligned with the organisation’s brand values.

You will line-manage the Digital Marketing Coordinator, guiding the strategic use of content and social platforms to creatively tell our story and deepen audience engagement. With strong editorial judgment, a keen design eye, and excellent copywriting skills, you’ll shape communications that protect and promote the organisation’s reputation. A confident user of marketing analytics, you will harness data to inform both day-to-day activity and longer-term strategic decision-making.

**Job profile**

Devise, oversee, and deliver strategic marketing, communications, and audience development initiatives that elevate the organisation’s profile, grow audiences, and meet income, engagement, and brand objectives across digital and traditional platforms.

**Key responsibilities**

1**. Marketing & Campaign Development**

* Develop and implement integrated marketing, communications, and audience development strategies aligned with organisational goals.
* Use data and audience insights to plan evidence-based campaigns that deliver measurable results, in line with income generation objectives.
* Support the marketing aspects of development and fundraising campaigns.
* Develop long-term content and campaign planning with cross-department collaboration.
* Set and manage campaign budgets, track performance, and ensure spend is within budget.

**2. Digital Marketing & Content Strategy**

* Oversee the Trust’s digital channels including social media (Facebook, Twitter, Instagram, YouTube), email, and website.
* Develop and manage the digital strategy, including SEO, Google Ads (PPC), and paid/organic social campaigns.
* Champion content creation and oversee the development of engaging written, visual, and video content across platforms.
* Lead the monthly e-newsletter strategy and ensure a joined-up approach to digital communications.
* Monitor digital analytics and dashboards to optimise content and engagement.

**3. Website & CRM Management**

* Oversee website maintenance, performance, content updates, and user experience enhancements.
* Collaborate with the digital team to troubleshoot and enhance site functionality.
* Become an expert in the CRM/box office system; manage customer journeys, segmentation, and data-driven marketing.
* Ensure GDPR compliance and best practices in data handling and privacy.

**4. Print & Offline Marketing**

* Manage the production and distribution of print materials including brochures, posters, and flyers.
* Write and commission compelling copy tailored to varied audiences.
* Oversee outdoor marketing campaigns and on-site marketing materials, working with designers and printers or external agencies as required.

**5. Brand Management & Internal Communication**

* Act as brand guardian, ensuring consistency in tone of voice, visual identity, and messaging across all channels.
* Support internal communications to keep staff informed of campaigns and initiatives.
* Ensure accessibility and inclusivity in all communications and materials.

**6. Media Relations & PR**

* Lead or support delivery of PR strategy including drafting press releases, media packs, and managing press events.
* Maintain and develop relationships with local and national media, influencers, and bloggers.
* Support or oversee press visits, interviews, filming, and reactive media communications.
* Collaborate with the Director of Marketing and Experience on high-level PR planning.

**7. Audience Development & Evaluation**

* Undertake segmentation and audience profiling to create targeted campaigns.
* Monitor and evaluate campaign performance using data from CRM, Google Analytics, social platforms, and other tools.
* Produce reports on KPIs, cost-per-sale, engagement rates, and ROI to inform strategy.

**8. Team Management & Collaboration**

* Line manage members of the marketing team, including setting objectives, performance reviews, and supporting professional development.
* Coordinate the marketing content calendar and encourage interdepartmental collaboration on campaigns.
* Manage relationships with external suppliers, freelancers, agencies, and partners.

**9. Innovation & Sector Engagement**

* Keep abreast of emerging marketing trends, technologies, and innovations—especially in the arts, heritage, and museum sectors.
* Attend relevant training, conferences, and industry events.
* Benchmark activity against other attractions and cultural organisations.

**10. Additional Duties**

* Contribute to crisis communications planning and implementation.
* Support non-marketing photography/video projects where needed.
* Be willing to work occasional evenings and weekends to support events or key deadlines.

**Person specification**

**Skills**

**Essential**

* Strong passion for digital marketing with a strategic mindset for campaign planning and audience engagement.
* Excellent project and time management skills with the ability to prioritise, multitask, and manage both personal and team workloads effectively.
* Proven leadership skills and the ability to lead, motivate, and develop a team.
* Exceptional writing, proofreading, and editing abilities with attention to detail.
* Ability to produce and edit engaging photo and video content, with enthusiasm for exploring new digital platforms and formats.
* Creative thinker with the ability to generate and implement new ideas and approaches.
* Strong understanding of PPC, social media, and digital advertising with analytical skills to evaluate performance and impact.

**Experience**

* Minimum of 5 years’ experience in a marketing or communications role, with responsibility for campaign planning and delivery across digital and print platforms.
* Demonstrable experience managing budgets, setting and meeting KPIs, and reporting on outcomes.
* Experience of line management or supervision of team members.
* Experience in managing and creating digital content including websites, email campaigns, and social media.

**Knowledge**

**Essential**

* In-depth knowledge of digital marketing platforms and tools (e.g. social media, email marketing, CMS, Google Analytics) and their strategic application.
* Strong IT proficiency, particularly in Microsoft Office packages (Word, Excel, PowerPoint).
* Experience using content management systems (CMS) to update and manage website content.
* Experience using email marketing platforms (e.g. Mailchimp, Dotdigital, or equivalent).

**Desirable**

* Familiarity with photo and video editing software such as Adobe Premiere Pro and Photoshop.
* Knowledge of current trends in social media marketing and digital engagement.
* Experience engaging with influencers, media contacts, and digital stakeholders for marketing or PR purposes.

**Personal Attributes**

* Creative, enthusiastic, and proactive approach to marketing and communications.
* Strong interpersonal and collaborative working style with a commitment to team success.
* An understanding of and enthusiasm for the mission and work of the SS Great Britain Trust (or cultural, heritage, or visitor attractions more broadly).
* Willingness to work flexible hours, including evenings and weekends, where necessary.

**How to Apply:**

Please visit our website and download the application form. Completed application forms to be sent to jobs@ssgreatbritain.org

Closing date for applications: 9am, Monday 16th June 2025