

## **ROLE SPECIFICATION**

**Role Title:** MARKETING LEADER

### **The Organisation:**

Gosport Heritage Open Days (GHODs) is a self funding voluntary organisation which, as part of the national Heritage Open Days initiative, projects manages an annual event which, for 4 days in every September, sees some 60 heritage sites in Gosport opened to the public free of charge. In 2015 there were over 12,500 visitors, with over 350 local people manning the activities.

The tasks associated with arranging the event are conducted by a Management Team of about 16 people who are assigned to six working sub groups: Development, Events, Marketing, Funding, Projects and Web/IT. The work of these subgroups is pulled together at a monthly committee meeting.

All people involved are volunteers or input voluntarily to GHODs in the course of their employment with other organisations.

### **The Role:**

We are looking for a Marketing Leader, preferably with experience in event promotion, to head a small team in the formulation and implementation of a structured annual marketing plan to meet GHODs objectives. The Marketing Leader plays an integral role in public/media coverage of our activities and will be part of our GHOD's Management Team.

### **Role Tasks:**

- Maximise publicity and increase public awareness of GHOD's activity, using a range of non-cost or low-cost opportunities
- Explore new ways to engage and identify new networks to reach our audience
- Create and distribute informative and stimulating promotional content which supports GHODs marketing goals, within 'house style' and using best practice in accessibility.
- Assessment of best value in terms of advertising and other marketing expenditure.
- Monitor and maintain data quality within the marketing database
- Track, measure, and analyse marketing initiatives
- Produce an annual Visitor Profile Report from evaluative feedback.
- Co-ordinate with other GHOD's sub-groups, especially in relation to online and social media interaction.

### **Technical Skills Required:**

- Good spoken and written skills
- Proficient in relevant IT programmes: Word, Excel, Access, PowerPoint, Publisher etc
- Effective leadership and motivational skills
- Analysis, report writing and presentations
- Ability to work to set and work to deadlines

### **Personal Attributes:**

- An interest in local community involvement and heritage is desirable
- A good communicator and creative thinker, with a desire to improve processes.
- An ability to use evidence and intuition to inform all decisions

### **Commitment :**

It is anticipated that the Marketing Leader normal time commitment will be between 2-4 hours per week, but this may vary with the time of year and the schedule of any ongoing projects. Hours of work would generally be flexible.

Additionally, the Marketing Leader will be asked to attend, or feed a report into, the monthly Management Team meetings (2 hours).

**Induction :**

In the first instance, incoming Marketing Leader may shadow the outgoing Marketing Leader to familiarise with the work and organisational structure of GHOD's. They will also be welcome to participate in drop-in 'Office' sessions which are scheduled weekly at the home of the Chair or at The Discovery Centre. Once confident, the Marketing Leader may prefer to work from their own home at a time which best suits them.