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## JOB DESCRIPTION FOR MARKETING MANAGER

### **BACKGROUND INFORMATION**

The Grampian Transport Museum (GTM) is a museum of road and rail transport that operates within a fifteen acre site in rural Aberdeenshire. The museum has grown rapidly from community and volunteer roots since opening its first exhibition in 1981. The operation is run by the Grampian Transport Museum Trust (GTMT), a company limited by guarantee with charitable status, on a site leased from Aberdeenshire Council. The Trust's Chairman and Council Members (currently 14 in number) are elected by the membership at the AGM subject to a system of rotation laid down in the Museum's Articles of Association. The Trust has 510 members (2016) who pay an annual subscription and support the museum in a number of ways.

As a voluntary organisation the museum employs a small staff in order to realise objectives. Members of staff are expected to work closely together in order to share the workload fairly. The ability to work within an enthusiastic team is, therefore, paramount.

### **THE POST**

#### **Key Purpose**

**The key purpose of the Marketing Manager is to agree and action an annual Marketing Plan, develop new audiences and manage the seasonal events programme.**

#### **Key Duty: Marketing & Audience Development**

1. To agree with the curator, trustees and volunteers an annual marketing strategy for the museum;
2. To ensure marketing activity accurately reflects the GTM's operating ethos (public relations);
3. To meet visitor number targets and work within budgets;
4. To achieve audience development;
5. To manage the GTM website and social media presence;
6. To organise membership renewals;
7. To update and maintain the membership database;
8. To develop and expand the membership scheme.

## **Key Duty: Events**

9. To ensure that events satisfy the purpose of the events programme in ***making a net contribution to funds*** whilst ***raising the public profile and awareness*** of the GTM;
10. To plan, prepare and deliver, with others, the events programme in accordance with the procedures manual for each individual established event;
11. To plan, prepare and deliver, with others, any new events, extra mural activities and other activities at the GTM;
12. To assemble and manage an events team for each event that includes both paid staff and volunteers;
13. To monitor and record the outcome of events, to recommend strategic changes as required and to update procedures manuals;
14. To promote the use of the GTM site for use by clubs, societies, individuals and corporate bodies for events, launches, competitions, test sessions, etc;
15. To follow the GTM's security procedures.

**The post is defined by a detailed Procedures' Manual (expanded from the above headings) that acts as an agreed working framework. In parallel each event to be organised has its own dedicated manual.**

## **EMPLOYMENT SUMMARY**

This is a full time position with an initial 6 month probationary period followed by a 12 month renewable contract. Based on a 40 hour week, with core office hours of 9am to 5pm including a 30 minute paid lunch break, the post will include some weekend and evening duties with time to be taken off in lieu.

The post includes 5.6 weeks paid holiday per annum, auto enrolment into a pension scheme and an attractive car users' allowance.

## **PERSON SPECIFICATION**

For this post first class communication skills are vitally important. The post will suit an energetic 'outgoing' personality who is capable of conveying enthusiasm and motivating contacts to support the museum and its activities. The ability to lead and motivate a small team of staff and volunteers is essential. The post holder must be capable of high work output and of leading by example.

IT skills, knowledge and experience must be sufficient to update and manage the website and social media presence.

A natural enthusiasm for the museum's subject area would be an advantage. Evidence of a background and/or training/qualifications in sales, PR, marketing and/or events management will be required.