

## Job Description, Marketing Officer

Gilbert White & The Oates Collections  
High Street, Selborne, Alton, Hampshire GU34 3JH  
www.gilbertwhiteshouse.org.uk  
Registered Charity Number 1159058



**Job Title: Marketing Officer** -3 days per week initially.

Salary: 22,000 pro rata










Reporting to: Collections and Marketing Manager

### 1. Job Role:




To promote Gilbert White's House & Gardens museum, its services, products and events. The successful applicant will be responsible for promoting not only the attraction but will help to raise awareness of the museum's key messages about engaging with the natural world. The key objective is to increase visitors to the house and gardens.

The role will include content creation, social media, advertising, PR and other aspects of marketing. This is a supporting role to the Collections & Marketing manager, who will be responsible for all marketing. The successful applicant will be undertaking individual projects as well taking the lead on day-to-day activities and will also take on the role of **museum duty manager**<sup>1</sup> on occasions and some weekend work will be required.

### 2. Key Tasks

-  To identify and target specific audiences to us reach new people.
-  To ensure the museum has a good advertisement coverage, both above and below the line, on various platforms both online and print, and manage the advertising budget.
-  To manage the museum's listings and subscriptions with tourism & marketing organisations.
-  To ensure that each museum event, product or service etc. has been well publicised on all appropriate platforms to the appropriate audiences.
-  To track and report on analytics and insights.
-  To write and distribute press releases and manage press visits.
-  To work with Collections Manager on social media and content creation.
-  To liaise with colleagues to look for opportunities to promote their work, such as education
-  To act as brand guardian.

### 3. Experience, Skills & Attributes

-  Prior marketing experience would be desirable but not essential.
-  The applicant would need to be comfortable using computers as well as smart phones and tablets.
-  The applicant will be comfortable with writing copy suitable for publication.

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<sup>1</sup> Training for duty management will be given; experience is not essential

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The applicant will have good understanding of Facebook, Twitter and Instagram, and an understanding of LinkedIn, TikTok and YouTube.



Experience with graphic design tools such as Adobe and Canva.



A good understanding of audiences and targeted marketing would be desirable



Experience of working with digital analytics and insights is desirable.

### **Personal Specification**



The applicant will be flexible and be comfortable with working on several projects simultaneously.



The applicant will be creative, hardworking, innovative and be a good communicator.



A passion for environmental matters, natural history or heritage would be desirable.

### **Outputs**

Your key objectives will be:

To drive footfall to the museum.

To raise awareness of our three explorers of the natural world and of the museum and gardens.

To build a 'personality' for Gilbert White especially through on-line media.

To increase awareness of our environmental contribution, including:

- Helping people gain personal experience of the natural world (because we know those with a personal connection with nature are more likely to take climate action)
- Helping people understand the natural world
- Managing our grounds for nature conservation
- Wider implementation of our sustainability strategy

To drive customers to our various income generating activities (museum/garden visits, events, education visits, café, retail, weddings, etc), working with departmental managers.

To increase the effectiveness of our marketing activity