



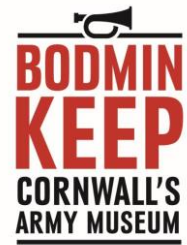
Marketing Manager Recruitment Information

Bodmin Keep is seeking a Marketing Manager. The full Job Description and Person Specification are at the end of this document.

Bodmin Keep is operated by a small independent charity, Cornwall's Regimental Museum CIO. The charity is governed by a board of eleven trustees and is run by a small professional staff supported by many volunteers.

The museum is accredited by Arts Council England which recognises and supports the quality and ambition of its work and is part of mc⁷, a consortium of seven museums in Cornwall.

Since becoming an accredited museum in 2018, the museum has made huge strides, building audiences and is now a highly respected and vibrant centre for discovering and enjoying Cornwall's military heritage. It offers a lively and diverse programme of events and activities throughout the year and has strong community connections. It is committed to inclusion and diversity and aims to engage with the broadest possible audience, defying preconceptions of a traditional military museum. It offers apprenticeships and youth work experience programmes, giving young people the opportunity to enter the cultural sector.



Our Historic Site

The Keep is a magnificent Grade 2-listed military building. Built in 1859, it has stood proudly in the garrison town of Bodmin for over 160 years and has buzzed with military activity throughout the generations. It was originally built as a depot and stores for the Cornwall Militia and gradually a huge barracks complex was constructed on the land behind it.

The Keep went on to play an important part in the First World War, the Second World War, and the Cold War. Someone from every Cornish family has walked through the gates of The Keep.

It's not just a building to us, but a place where stories come alive and can be experienced by all our visitors who can literally walk in the footsteps of those that made history.

Audiences

The museum had 7,000 visitors in 2023 and aims to grow its visitor numbers by 15% year-on-year by investing in promotion, the visitor experience and displays.

Learning and Participation

We are an educational charity. We work with schools and people of all ages to share the heritage that we care for. Over 1,000 school pupils visited in 2023 and we are seeking to increase this number by offering additional workshops and sessions. Here's what teachers say about our work:

'Every single child had the most brilliant day - they loved every aspect of their trip and learnt so much. Your workshops were fantastic, and they catered for all of our children who were all able to access the learning.'

'In my ten years of teaching in London and Cornwall, I can honestly say that yesterday was, hands down, one of the best school trips I have ever taken my children on in terms of the learning, depths of understanding, value for money, engagement and enjoyment! The children were all buzzing to write (yes, write) reviews...'

Future Plans

We have made great progress since becoming an independent museum trust in 2016 and we are now moving into the next stage of our development.

In March 2030, the core financial support from the Ministry of Defence (MOD) which maintains the fabric of The Keep, supports running costs, and contributes to the salary of one member of

staff will end, creating a funding gap of an estimated £80,000 per year. The trustees are committed to overcoming this challenge and to preserving The Keep and the museum it houses as a superb educational heritage resource for Cornwall, ensuring it remains accessible to people of all ages.

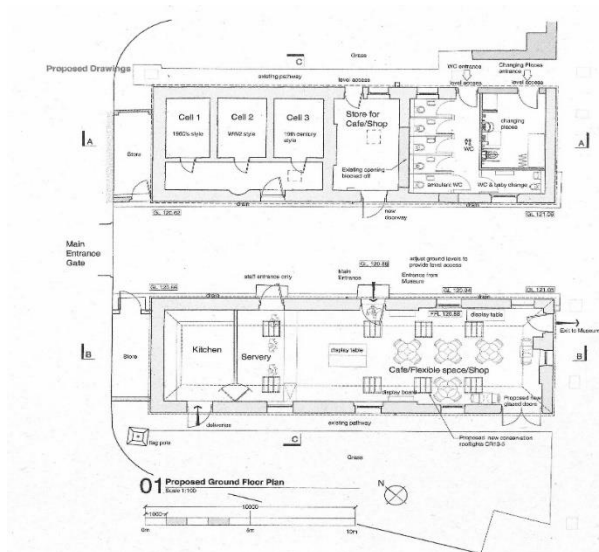
To achieve this, The Keep will be brought back to life as a living history experience, superb heritage attraction and high-quality museum, with facilities for many more visitors.

By 2030:

- We will have increased our annual income from grants, donations and visitors by at least £80,000 per annum
- We will have refurbished The Keep creating high-quality facilities for 15,000 visitors and a compelling visitor experience that tells the story of the historic site and the collections it houses
- We will have established an endowment fund which will grow year on year to provide regular income to support our staff and enable the museum to continue to develop

Capital Phase 1

We will refurbish the Old Guard Room and Cells to provide new visitor facilities and convert two Old Guardroom Buildings into a visitor centre, shop and to provide a more welcoming entrance to the museum as well as additional space for our visitors' comfort and interest. We will create new fully accessible toilets and install a lift to the upper floors of the museum.



Capital Phase 2

We will redisplay the galleries, enhance the heritage features and open the attics. We will make the visit an interactive experience and reinterpret the museum collections to bring stories to life for people of all ages.



Images: The D-Day Dodgers Re-enactment Group and Suited & Booted Temporary Exhibition 2022/23

How to Apply:

Please send a letter of not more than two sides of A4 outlining how your skills, knowledge and experience meet the Person Specification for the role, along with your CV to the Museum Director, Helen Bishop-Stephens: helen.bishopstephens@bodminkeep.org.uk

Closing Date for Applications: 12 noon Monday 12 August

Interviews: Tuesday 20 August-Thursday 22 August

If you would like to arrange an informal conversation about the role, please contact the Museum Director, Helen Bishop-Stephens helen.bishopstephens@bodminkeep.org.uk | 01208 72810

Job description and person specification

Marketing Manager

Salary: £28,000
Hours: 37.5 hours per week
Location: Bodmin Keep, PL31 1EG
Term: Full-time contract
Benefits: Workplace NEST pension, 25 days leave plus statutory holidays

Purpose of the Role

You will be responsible for promoting the museum and its year-round programme of events and activities by developing and delivering marketing communications to attract visitors and connect audiences to the museum and its charitable objectives. You will work creatively and collaboratively with consultants, staff and volunteers to share over 300 years of history, artefacts and soldiers' stories that are held in the museum's collection with visitors, our communities and stakeholders and support the delivery of high-quality museum experiences for all.

Main Duties and Responsibilities

Marketing communications

- Working with the marketing consultant to plan and deliver integrated multi-channel marketing campaigns to ensure that the museum annual achieves its target visitor numbers and meets its income targets from ticket sales, retail, events, family activities and fundraising
- Planning, editing and creating content (copy, images and video) to attract and engage the target audiences identified in our marketing plan across social media, email marketing, digital platforms and print
- Encouraging staff and volunteers to share engaging content 'stories' and identify the best channels to publish and re-purpose material
- Working with designers to produce high quality promotional material (print and digital) and paid-for content in keeping with the museum's brand, visual identity and tone of voice
- Managing all aspects of the website, from planning content and visuals and analytics, to working with developers and external agencies to improve user experience and SEO

Monitoring and reporting

- Using insights from digital analytics, feedback from digital platforms and visitor surveys to create relevant strategies and tactics to grow audiences and increase visitor numbers
- Produce monthly reports to evaluate marketing activity and share metrics on website and social media campaign performance
- Manage a devolved marketing budget and reporting on expenditure.

Retail

- Working with colleagues, identify and implement income generation opportunities relating to the collection

Other

- Participate in the cross-organisational programming group and working collaboratively to plan an aligned programme of temporary exhibitions, talks, workshops, events and activities that inform, educate and delight visitors to the museum
- Contribute to the evaluation of programmed activity
- Contribute to the successful running of the organisation by attending team meetings and writing reports for trustees and funders

Statutory Responsibilities

- Actively promoting Bodmin Keep's Equality Statement and demonstrate the standard of conduct which prevents discrimination taking place
- Ensuring full compliance with the Health and Safety at Work Act 1974, Bodmin Keep's Health and Safety Policies and Procedures and all locally agreed safe methods of work
- Sharing Bodmin Keep's commitment to safeguarding and promoting the welfare of children, young people and adults at risk as outlined in the Safeguarding Policy
- Ensuring that all duties are carried out in compliance with both environmental legislation and Environment Policy
- Ensuring full compliance with Bodmin Keep's Information Technology Policy and Data Sharing Agreements

General

Occasional evening and weekend working is part of the role for which Time Off In Lieu will be provided. The postholder will undertake any other duties as may be reasonably required by the postholder.

Person specification

	Essential	Desirable
Qualifications and training		
Educated to degree level or Level 4 qualification in business, management or marketing and		D
Demonstrating relevant work experience	E	
Experience		
Proven experience of delivering multi-channel campaigns	E	
Excellent understanding of audience segmentation, messaging, tactics, customer journeys and scheduling	E	
Experience of using a range of digital marketing tools including social media publishing platforms, Google Ads, Analytics, MailChimp and WordPress	E	
Experience of optimizing digital content		D
Experience of evaluation and measuring marketing and engagement activities	E	
Experience of managing relationships with designers, agencies and consultants		D
Experience of writing marketing plans		D
Experience of developing engagement activities that appeal to a wide range of audiences		D
Knowledge, skills and abilities		
Excellent copywriting skills	E	
Creative flair and strong visual sense	E	
Excellent organisational skills with a demonstrable ability prioritise and work to deadline	E	
Excellent communication and interpersonal skills, with the ability to influence, advise and negotiate at all levels within the organisation	E	
Collaborative working style to facilitate cross-organisational working	E	
Ability to think strategically	E	
Ability to analyse data	E	
Attention to detail	E	
Excellent ICT skills (Microsoft 365, MODES, Canva)	E	

Equal Opportunities

Cornwall's Regimental Museum CIO welcomes applications from people from all sections of the community, irrespective of race, colour, sex, gender identity, age, disability, sexual orientation, religion or belief.





Equality, Diversity and Inclusion monitoring form

Bodmin Keep wants to meet the aims and commitments set out in its equality policy. This includes not discriminating under the Equality Act 2010 and building an accurate picture of the make-up of the workforce in encouraging equality and diversity.

We need your help and co-operation to enable us to do this but filling in this form is voluntary.

Please return the completed form marked 'strictly confidential' to info@bodminkeep.org.uk

Gender

Gender identity is a personal, internal perception of oneself and so the gender category someone identifies with may not match the sex they were assigned at birth. Please tick the box appropriate to which you perceive you belong.

- | | |
|-------------------|--------------------------|
| Male | <input type="checkbox"/> |
| Female | <input type="checkbox"/> |
| Non-binary | <input type="checkbox"/> |
| Prefer not to say | <input type="checkbox"/> |

If you prefer to use your own term, please specify here:

Age

- | | |
|-------------|--------------------------|
| 16-24 | <input type="checkbox"/> |
| 25-34 | <input type="checkbox"/> |
| 35-44 | <input type="checkbox"/> |
| 45-54 | <input type="checkbox"/> |
| 55-64 | <input type="checkbox"/> |
| 65 or above | <input type="checkbox"/> |

What

is your ethnicity?

Ethnic origin is not about nationality, place of birth or citizenship. It is about the group to which you perceive you belong. Please tick the appropriate box

Asian / Asian British

Bangladeshi

Chinese

Indian

Pakistani

Prefer not to say

Any other Asian background, please write in:

Black / African / Caribbean / Black British

African

Caribbean

Prefer not to say

Any other Black / African / Caribbean background, please write in:

Mixed / multiple ethnic groups

Black and White Caribbean

Black and White African

Asian and White

Prefer not to say

Any other mixed background, please write in:

Other ethnic group

Arab

Prefer not to say

Any other ethnic group, please write in:

White

English

- Welsh
- Scottish
- Northern Irish
- Irish
- Cornish
- British
- Gypsy or Irish Traveller
- Prefer not to say
- Any other white background, please write in:
- Prefer not to say

Do you consider yourself to have a disability or health condition?

- Yes
- No
- Prefer not to say

The Equality Act 2010 defines disability as 'a physical or mental impairment which has a substantial & long-term effect on a person's ability to carry out normal day to day activities'.

What is your sexual orientation?

- Heterosexual
- Gay
- Lesbian
- Bisexual
- Prefer not to say

If you prefer to use your own term, please specify here:

What is your religion or belief?

Buddhist

Christian

Hindu

Jewish

Muslim

Sikh

No religion or belief

Prefer not to say

Other religion or belief, please write in:

Do you have caring responsibilities? If yes, please tick all that apply

None

Primary carer of a child/children (under 18)

Primary carer of disabled child/children

Primary carer of disabled adult (18 and over)

Primary carer of older person

Secondary carer (another person carries out the main caring role)

Prefer not to say

Where did you see this position advertised?

Data Protection



Information from this application may be processed for the purposes registered by the Employer under the General Data Protection Regulation ((EU) 2016/679)) (GDPR). Please request our GDPR and Privacy Notice for further information on how we will process your data.

I hereby give my consent to Bodmin Keep processing the data supplied in this application form for the purpose of recruitment and selection. If sent electronically, without signature, you automatically agree to the declaration. I agree

Signed:

Dated: