

Head of Marketing and Communications

Reporting to: Business Services Director

Reports: Marketing Officer

Position: Full-time

Role

To manage the brand portfolio and define communication plans that support positioning and awareness across Techniquest's various markets.

To track and analyse the performance of advertising campaigns, managing the marketing budget and ensuring that all marketing material is in line with Techniquest's brand identity.

To ensure clear and consistent PR, in line with the organisation's mission, vision and values.

To develop and execute a clear, strategic marketing plan aligned to the Techniquest's Strategic Plan, together with campaigns and promotional initiatives that drive ticket sales, increase spend per head and support our schools and public programmes.

Responsibilities

To develop strategies and tactics to boost Techniquest's reputation and drive traffic.

To be responsible for developing and delivering all branding, marketing and PR activities, monitoring them closely, and evaluating the ROI.

To carry out research and to work with colleagues to monitor the customer experience closely and develop a Customer Experience Strategy to retain existing customers and to attract new customers.

To understand the Techniquest customer journey and develop a CRM Strategy accordingly, with clear measurement and milestones.

To manage press relations, including news releases, coordinating interviews, filming and launches.

To manage Techniquest's digital presence and produce social media campaigns to drive ticket sales and attract new audiences, using analytics to measure impact.

To evaluate the charity's website and produce valuable and engaging content that attracts and converts Techniquest's target groups.

To maintain awareness of emerging market trends and identify and implement new market opportunities.

To build strategic relationships and partner with key industry players and agencies.

To prepare and manage monthly, quarterly and annual budgets.

Supporting Duties

To provide line management for a small team, encouraging personal development and support to achieve outcomes aligned to the charity's strategy.

To provide reports as required for the Leadership Team and Techniquest's Board.

To work collaboratively with other Heads of Department and wider teams to coordinate and drive effective and focused engagement between departments.

To attend external events, conferences and networking events to support growth through new partnerships, adding to Techniquiest's corporate CRM.

To always work within the Techniquiest Values and Behaviours Framework and embrace the charity's values of Excellent, Inspirational, Inclusive, Collaborative, Empowering and Innovative.

To perform other duties which are not included above but are consistent with the post.

Person specification

Qualifications

Educated to degree level, preferably in Marketing or a related field
CIM professional membership

Experience

Proven track record of identifying target audiences and in creatively devising and delivering engaging campaigns to drive sales

A clear understanding of behavioural theories and how they apply to communication campaigns

Up-to-date knowledge of media consumption, the latest marketing trends, paid, owned and earned marketing opportunities

Digital marketing experience

Leadership experience in PR, brand management, content and general marketing

Experience of working in a visitor attraction is desirable

Skills, knowledge, abilities

Solid knowledge of website analytics tools

A creative flair with strong attention to detail

Innovation and a drive to succeed

Decision making skills at senior level and the ability to work autonomously

Open, engaging and inclusive communication and collaboration skills across all levels

Exceptional content writing and proofing skills

Welsh speaker desirable