



JOB DESCRIPTION

JOB TITLE: Business Development and Communications Manager
(Maternity Cover)

DEPARTMENT: Royal Collection Trust

SECTION/BRANCH: Communications and Business Development

LOCATION: Palace of Holyroodhouse

REPORTING TO: Head of Marketing

Job Context

Royal Collection Trust is a department of the Royal Household and the only one that undertakes its activities without recourse to public funds. It incorporates a charity regulated by the Charity Commission and the Office of the Scottish Charity Regulator, The Royal Collection Trust, and its subsidiary trading company, Royal Collection Enterprises Limited.

Royal Collection Trust is charged with the care and preservation of the Royal Collection and its presentation to the public. The Royal Collection is one of the largest and most important art collections in the world. It comprises almost all aspects of the fine and decorative arts, runs to more than a million objects and is spread among some thirteen royal residences and former residences across the UK. At The Queen's Galleries in London and Edinburgh and in the Drawings Gallery at Windsor Castle aspects of the Collection are displayed in a programme of temporary exhibitions. Many works from the Collection are on long-term loan to institutions throughout the UK, and short-term loans are regularly made to exhibitions around the world as part of a commitment to broaden public access and to show parts of the Collection in new contexts. The works of art in the Royal Collection are held by The Queen in trust for her successors and the nation.

Royal Collection Trust is responsible for the management and financial administration of the public opening of Buckingham Palace (including The Queen's Gallery, the Royal Mews and Clarence House), Windsor Castle (including Frogmore House) and the Palace of Holyroodhouse (including The Queen's Gallery). The monies generated from admissions, and from associated commercial activities are invested in the care and conservation of the Royal Collection and the promotion of access and enjoyment through exhibitions, publications, loans and educational activities.

Royal Collection Trust has embarked on two major projects to transform the visitor experience at Windsor Castle and the Palace of Holyroodhouse. Under the banner 'Future Programme', both projects will bring clarity to the physical spaces, celebrate the quality of the buildings, and make the Royal Collection more physically and intellectually accessible.



Royal Collection Trust, York House, St James's Palace, London SW1A 1BQ
T. +44 (0)20 7839 1377, F. +44 (0)20 7839 8168, www.royalcollection.org.uk

Royal Collection Enterprises Ltd is a company registered in England and Wales (2778486). Registered office: York House, St James's Palace, London SW1A 1BQ

This document is not contractual and may be subject to change following consultation with the post-holder



The Royal Household

The Marketing team is responsible for the planning, delivery and evaluation of marketing activity to promote visits to the sites in London, Windsor and Edinburgh. This comprises online and offline campaigns to attract audiences from the UK and overseas to a range of heritage and/or gallery-focused visits across consumer, group and travel trade markets.

The team manages and protects the Royal Collection Trust brand, co-ordinating its use and application internally and externally.

Organisational Chart



The post-holder reports to the Head of Marketing, working under their own initiative on a day-to-day basis, as well as working with the London-based Marketing team and also with the London-based Press Office, when required.

They are part of the local management team at the Palace of Holyroodhouse, where they collaborate with and support the Head of Visitor Services and the local team. The post-holder works with colleagues at all levels within the wider Royal Household.

Externally they manage Royal Collection Trust's relationships with the travel trade, tourism bodies and marketing partners in Scotland, and represent Royal Collection Trust in dealings with senior members of these and other organisations.

Job Purpose

The post-holder works independently across a multi-disciplinary brief, having delegated responsibility for business development on behalf of Royal Collection Trust with the Scottish travel and tourism industry, and for the promotion of the Palace of Holyroodhouse and The Queen's Gallery, Edinburgh to consumers in Scotland, and the North of England. They also provide local support to Royal Collection Trust's Press Office.

Working with and supporting the team at the Palace of Holyroodhouse, the post-holder plays an important role in the cultivation of partnerships within Edinburgh and in the development of new initiatives, with a particular focus on encouraging local visitors.



Principal Accountabilities

Travel Trade Sales and Marketing

To manage and cultivate Royal Collection Trust's relationships with tourism and partner bodies in Scotland, attending networking and other events, including those run by VisitScotland, Capital Group, Edinburgh Tourism Action Group, Marketing Edinburgh, and ASVA.

Working with the Trade Sales and Marketing Manager, to manage relationships with all sections of the Scottish travel trade, holding sales meetings and identifying opportunities for new business.

To develop the annual plan for attendance at Scottish trade shows to ensure that Royal Collection Trust's presence is managed efficiently and to time and budget.

Under the direction of the Head of Marketing, and working with the Retail Director and Head of Visitor Services, to develop the product offer for hospitality at the Café at the Palace and its promotion to target markets.

To organise and host marketing events to promote the Edinburgh sites to the travel trade.

Working with the Trade Sales and Marketing Manager, to manage the implementation of contract terms and conditions for Scottish voucher companies on site, working with Visitor Services, Finance and Ticket Sales and Information.

Consumer Marketing

To manage existing marketing partnerships and collaborations for Royal Collection Trust's programme in Edinburgh.

In collaboration with the Marketing Manager, to deliver a local marketing campaign to attract Scottish and UK visitors to the Palace of Holyroodhouse over the Christmas period.

To conduct market research and surveys as required, and manage the relationship with local marketing agencies to improve the understanding of audiences.

To support the Head of Visitor Services in brand management, ensuring that the guidelines are followed and the brand is correctly applied across all functions, including the Café at the Palace.

To advise the Head of Marketing on local market conditions, providing information to support media planning in Scotland and on competitor advertising in Edinburgh.

To manage and monitor the distribution of consumer leaflets and other marketing materials for the Edinburgh sites, and to research new outlets for future cost-effective distribution.

Media Relations

To act as the on-site point of contact for Royal Collection Trust's Press Office, including the supervision of filming and press photography, and the arrangement of facilities for press conferences, media briefings and press views as directed by the Head of Media Relations.



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To maintain and develop fruitful relationships within the Scottish media across print, broadcast and digital, and to identify media opportunities at the Palace.

Digital

To develop marketing copy for the Palace of Holyroodhouse bimonthly e-newsletter.

To propose content for the Edinburgh pages of the website, social media and for the consumer and trade e-newsletters.

To share web and social media content with travel trade and tourism industry bodies, particularly VisitScotland.

General Duties

To manage the timely and accurate posting of purchase orders and invoices within area of responsibility.

To chair a bi-monthly local marketing meeting to support internal sections and their marketing needs or requirements.

Job Dimensions

The post-holder manages the budget for Scottish travel trade shows.

Decision Making Responsibilities

The post-holder is expected to make day-to-day decisions without referral, but will know when to seek guidance.

The post-holder is expected to manage external business relations on behalf of Royal Collection Trust and resolve issues at a manager level.

Practical Requirements

Based at the Palace of Holyroodhouse in Edinburgh, the post-holder is required to travel to other royal residences throughout the UK and to attend trade shows around the UK and occasionally overseas.

The standard hours for the position are Monday to Friday 09:00 to 17:30. Owing to the nature of this post, additional hours may be required, and the post-holder should be available to make early starts and work into the evening and at weekends, when required.

Person Specification

Essential

Education to degree level



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Demonstrable sales and consumer-marketing experience, preferably in the Scottish cultural heritage sector

A highly planned, self-motivated and organised approach to work

Excellent written communication skills, grammatical accuracy and attention to detail

A proficient networker with the confidence to deal with people at all levels

Experience of working with travel industry businesses, e.g. tour operators, tourism bodies

The ability to manage projects involving a range of stakeholders

A flexible and supportive attitude towards colleagues, and the ability to build collaborative working relationships

The ability to work both independently and as part of a team

The ability to work under pressure and to prioritise workload to meet tight deadlines

Sound judgement and sensitivity to the uniqueness of the organisation

An interest in the arts and history

Desirable

Experience of dealing with the media and of managing press events and photo shoots