



## JOB DESCRIPTION

**JOB TITLE:** Marketing Manager

**DEPARTMENT:** Royal Collection Trust

**SECTION/BRANCH:** Marketing

**LOCATION:** St. James's Palace

**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.



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



The **Marketing section** 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. The further development of this work is a key responsibility of this new role.

## Organisational Chart



## Job Purpose

The post-holder is responsible for devising, delivering and evaluating offline consumer marketing campaigns for Royal Collection Trust's exhibition programme at all locations in support of the organisation's Three-Year Plan and audience targets. The post-holder is also responsible for creating marketing plans to attract new audiences for events and family activities, and to increase retail sales. They manage the Royal Collection Trust brand on a day-to-day basis.

## Principal Accountabilities

### Campaign Management

To shape and implement campaign plans, including advertising, print, partnerships, promotions and direct marketing, for all temporary exhibitions, working with internal stakeholders to deliver an integrated approach.



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To manage relationships with external designers and co-ordinate the production of all promotional material for temporary exhibitions.

To manage internal resources and media-buying and design agencies to deliver campaign plans in a timely manner and to budget.

To develop specific campaigns around the events programme to target the UK audience, particularly the family market.

To provide Publishing, Learning and Retail with marketing support, advising on best practice and protecting the brand.

To work closely with the Digital Marketing Manager to ensure that copy produced for consumer communications, including advertising, e-communications and social media, is engaging and faultless.

### Research

To monitor and evaluate the effectiveness of marketing activity against financial and audience targets, in order to extract best ROI from the advertising budget, and to report on performance to internal stakeholders.

To oversee the programme of quality benchmarking surveys, commission ad hoc research and to communicate the findings to all stakeholders, so that the organisation understands the composition and attitudes of its audiences.

To work closely with the Learning section to ensure visit expectations are met, reviewing and developing the visit offer and events programme as required.

To work with the Head of Marketing on the development of an audience-segmentation model for use across all marketing activity.

### Brand

To oversee the design and production of all marketing literature, ensuring brand and exhibition identity are consistent throughout and fully integrated with online campaigns.

To provide training and advice on the application of brand elements across materials produced by other sections and develop the brand guidelines as required for new uses.

To manage the application of Family Branding and provide support to Learning on its use.

To provide guidance for on-site branding and signage across residences, with a particular focus on brand consistency as part of Future Programme.

### Media Buying

To brief media-buying agencies on each exhibition campaign and recommend a media plan that ensures value for money and is based on well-researched media placement at all times.

### Partnerships



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To seek out and manage promotional partnerships that support campaign objectives for specific exhibitions and to manage the marketing activity around third-party partnerships forged by other sections, including Press and Learning.

To work with existing partners to develop audience reach, including organisations that manage sites where the Royal Collection is displayed and venues for Royal Collection Trust touring exhibitions.

To undertake ad hoc tasks in support of consumer marketing projects, under the direction of the Head of Marketing and to deputise as required.

### Job Dimensions

The post-holder manages an exhibition marketing budget of c. £250k.

The post-holder is responsible for the management and development of the Assistant Marketing Officer.

### Decision Making Responsibilities

The post-holder resolves most of the day to day issues that arise in the course of duty but would refer to their Manager on matters relating to policy or in determining strategy.

### Practical Requirements

The post-holder will be principally based at St James Palace but will regularly travel to other royal residences and customers/suppliers across the UK. Owing to the nature of the position the post holder should be available to make early starts and work into the evening and at weekends when required.

### Person Specification

Educated to degree level, preferably with a marketing or communications qualification.

A successful track record in devising, implementing and managing innovative marketing campaigns, ideally in the arts or heritage industry.

A high degree of creativity and flair, a passion for good design and experience of brand management.

Excellent communication and negotiating skills

Extremely high standards of copywriting and editing, with forensic attention to detail.

A thorough knowledge of and interest in consumer trends and the market in which Royal Collection Trust operates

Proven experience of managing supplier relationships.

Proven experience of working collaboratively in cross-functional teams.

Experience of managing, motivating and developing staff.



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The ability to sensitively adapt marketing solutions to meet the requirements of a unique organisation.

Strong planning and analytical skills to research, devise and evaluate marketing strategies

A collaborative and supportive approach to colleagues and ability to deliver results within a team.

A hands-on approach and the ability to prioritise a heavy workload and deliver to deadlines.

An interest in history, the arts and heritage