



## JOB DESCRIPTION

**JOB TITLE: Marketing Officer**

**DEPARTMENT: Royal Collection Trust**

**SECTION/BRANCH: Marketing**

**LOCATION: Windsor Castle**

**REPORTING TO: Marketing Manager**

### 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 fifteen royal residences and former residences across the UK. At The Queen's Galleries in London and Edinburgh 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 recently embarked on Future Programme, a number of major projects to transform the visitor experience at Windsor Castle. This new role will capitalise on the opportunities presented by Future Programme to build local audiences for an expanded programme of events and activities, and new facilities, such as the Learning Centre and the Castle's first café.

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



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](http://www.royalcollection.org.uk)

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



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



Reporting to the Marketing Manager in London, the post-holder is part of the local Royal Collection Trust management team at Windsor Castle, where they collaborate with and support the Head of Visitor Services. They work particularly closely with the local Learning and Retail teams. Externally they represent Windsor Castle to regional tourism bodies and local marketing partners.

## Job Purpose

The post-holder is the on-site representative of the Marketing section at Windsor Castle. They have delegated responsibility for growing the domestic market for Windsor through dedicated offline and online marketing campaigns, and through joint activities with local and regional partners. They collaborate closely with the Digital and Trade Sales and Marketing teams in London to ensure an integrated central/local approach through all channels. The post-holder also manages the use and presentation of the Royal Collection Trust brand at Windsor Castle.

## Principal Accountabilities

### Campaign delivery and brand management

- Develop and implement marketing campaigns to generate local audiences, particularly for the Adult Learning and Families programme of events.
- Support the Head of Visitor Services in ensuring the brand is managed correctly on site.
- Advise on local market conditions and competitor advertising in the region to inform media planning in the Windsor area.
- Monitor print and production, both on site and locally, to ensure timely and accurate communications and distribution.
- Work with the Head of Visitor Services on any temporary communications concerning Future



Programme or other works on the visitor route.

## **Partnerships and promotions**

- Build and co-ordinate relationships with the Royal Borough of Windsor and Maidenhead's Visitor Management team, Tourism South East and other regional partners, such as VisitEngland, to promote Windsor Castle to the domestic and international tourist market.
- Support product development and commercial opportunities presented by Future Programme improvements, including the presentation and communication of new visitor routes, the new café and changes to the Admission Centre.
- Develop partnerships with third parties for the exhibition and events programme at Windsor Castle in support of the objectives of each project.
- Plan and deliver a programme of engagement events for local stakeholders.

## **Digital and social media**

- Compile and build the Windsor monthly e-Newsletter.
- Contribute content for the Windsor pages of the Royal Collection Trust website, including the event pages in collaboration with the Windsor Learning section.
- Provide timely and engaging content for Royal Collection Trust's social media activity.

## **Research**

- Supply intelligence and insights on local audiences and visitor trends, analysing results for the Marketing Manager and for distribution internally.
- Co-ordinate all local market research, managing ad hoc surveys as required, and support the Assistant Marketing Officer in the delivery of the Association of Leading Visitor Attractions' seasonal benchmarking surveys.
- Compile monthly marketing reports and undertake other ad hoc reporting as required.

## **Travel Trade and Groups**

- Support the delivery of group special and private tours, monitoring the quality and feeding into the annual product-development process.
- Support the Trade Sales and Marketing team at business-development events and assist with familiarisation visits.

## **General duties**

- Assist in the work of the Marketing and Press sections as required, including attending press events, supervising filming, responding to enquiries and administering external meetings.
- Deputise for the Marketing Manager at meetings or events as and when required.



## Job Dimensions

The post-holder has no line-management or budgetary responsibility.

## Decision-making Responsibilities

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

## Practical Requirements

The standard hours for the post are Monday to Friday 09:00 to 17:30. The post-holder will be required to travel to other royal residences and customers/suppliers across the UK for meetings and events. Typically they will be expected to work in the London office once a week. Owing to the nature of this post, additional hours may be required, and they should be available to make early starts and work into the evening and at weekends when required.

## Person Specification

### Essential

Relevant qualification for example, NVQ level 3, degree or a higher level apprenticeship, or equivalent experience.

Demonstrable experience in devising, implementing and managing consumer marketing campaigns.

Excellent interpersonal skills, with the ability to build effective working relationships with stakeholders at all levels.

Knowledge of market research data analysis and report writing.

Excellent written communication skills.

A highly planned and organised approach to work.

The ability to use initiative, take responsibility and work independently without constant supervision.

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

A flexible and supportive attitude towards colleagues.

Sound judgement and sensitivity to the uniqueness of the organisation.

IT literate with knowledge of MS office applications, including Excel.

Good working knowledge of e-mail marketing software and social media channels.

### Desirable

Experience of marketing within a tourist attraction or cultural organisation.



## The Royal Household

Experience of working with external agencies and suppliers.

Working knowledge of Adobe Creative Suite (InDesign and/or Photoshop).

An interest in the arts and history.