**JOB DESCRIPTION**

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| **JOB TITLE:** | **Marketing and Business Development Manager** |
| **DEPARTMENT:** | **Royal Collection Trust** |
| **SECTION/BRANCH:** | **Marketing/Communications and Engagement** |
| **LOCATION:** | **Palace of Holyroodhouse, Edinburgh** |
| **REPORTING TO:** | **Interim Head of Press and Marketing** |

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| **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.

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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.

Communications and Engagement ensure that our visitors and wider stakeholders are well informed about the activities of Royal Collection Trust (RCT). Their focus is to build loyalty amongst our audiences, developing high quality and engaging content. They help to deliver RCT’s strategic objectives through ambitious and relevant programming, whilst developing an exciting digital strategy that conveys and extends the essence of our brand online. Where appropriate, they seek funding for these opportunities to allow us to achieve our objectives.

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 multi-channel 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.

Interim Head of Press and Marketing

**Marketing and Business Development Manager, PHH**

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| **Organisational Chart** |

Development Officer

Superintendent and Head of Visitor Operations, PHH

Head of Communications & Engagement

**Commercial Director**

Exhibitions & Display

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Head of Marketing

Marketing Manager

Marketing Officer

Digital Marketing Officer

Digital Marketing Manager

Trade Sales and Marketing Manager

Sales and Marketing Officer

Assistant Communications Officer

Press Officer

Press Office Assistant

The post-holder reports to the interim Head of Press and 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 Operations 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.

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| **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.

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| **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 and Edinburgh Tourism Action Group.

Working with the Trade Sales and Marketing Manager, to manage B2B 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 interim Head of Press and Marketing, and working with the Head of Visitor Operations, Palace of Holyroodhouse, to develop the product offer for the Palace and 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 including Historic Environment Scotland and VisitScotland.

To develop new partnerships with third parties for Royal Collection Trust's programme in Edinburgh, setting the objectives for and evaluating each project with the interim Head of Press and Marketing.

Develop and deliver local marketing campaigns (B2C) to attract local and UK visitors to PHH, in collaboration with the Marketing Manager and in line with audience development objectives.

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

To manage, in collaboration with the Marketing Manager, media buying and marketing agencies to deliver effective campaigns for the Palace of Holyroodhouse and The Queen’s Gallery, Edinburgh

To support the Head of Visitor Operations 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 Marketing section and internal stakeholders on local market conditions, providing information to support media planning in Scotland and on competitor advertising in Edinburgh.

To have oversight of digital marketing campaigns, developing marketing copy and building e-comms, proposing content for the relevant website and social media channels and sharing content with relevant travel trade and tourism bodies.

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.

To manage the digital screens in the Welcome Centre and Queen’s Gallery foyer, ensuring a balanced number and style of messages.

**Additional Duties**

To manage the timely and accurate posting of purchase orders and invoices and other administrative tasks as required, within area of responsibility.

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

To provide onsite support for the Royal Collection Trust's Press Office (based in London), including the supervision of filming and press photography, as directed by the Head of Media Relations.

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| **Job Dimensions** |

The post-holder manages the dedicated marketing budget for the Palace of Holyroodhouse

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| **Decision Making Responsibilities** |

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

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| **Practical Requirements** |

The post-holder is required to work 37.5 hours per week, but due to the nature of the position the post-holder must have a flexible approach to working hours and be available to occasionally work evenings and weekends, when required.

Whilst principally based at the Palace of Holyroodhouse, the role can be flexible to allow some working from home in line with business need. The post-holder is also required to travel to other royal residences throughout the UK and to attend trade shows around the UK and occasionally overseas.

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| **Person Specification** Version:1.10.0.8Hash:rv0xSjngK13Q9P9g2zLLTCplbDU= |

**Essential**

Educated to degree level (or equivalent) in a relevant field.

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

Experience and a good understanding of the digital marketing environment.

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

An analytical approach to gaining customer insight from a range of data sources.

Proven experience of working collaboratively in cross-functional teams.

Excellent written communication skills, grammatical accuracy and attention to detail.

A highly planned, self-motivated and organised approach to work, with the ability to work under pressure and to prioritise workload to meet tight deadlines.

A proficient networker and strong interpersonal skills with the ability to develop collaborative relationships with a wide range of stakeholders.

Resourceful and with a proactive approach to identifying opportunities to add value, providing solutions and making improvements both within the Department(s) and the Marketing team.

The ability to manage projects involving a range of stakeholders

The ability to work autonomously and use own initiative to solve problems and make decisions, while also working flexibly as part of a supportive team.

Sound judgement and sensitivity to the uniqueness of the organisation

## Desirable

Relevant Marketing qualification

Experience of dealing with the media and of managing filming and photoshoots