

**Job Title:**               **Marketing Assistant**  
Full Time - 37hrs per week

**Location:**               **British Motor Museum, Gaydon, Warwickshire**

**Reports to:**             **Marketing Executive**

**Salary:**                 **£18-£19K depending on qualifications and experience**

**Role:**

The British Motor Museum is a registered museum and a premier conference venue. Working in a small and dynamic marketing team you will support and assist with the implementation and evaluation of marketing activity across all areas of the business.

You will primarily be involved with marketing the Museums events and shows. Duties will include; organising and booking advertising, copy writing, updating website content and third party online listings. You will also assist the team with a range of marketing activities; the design and printing of literature, email marketing, social media, data management, attending exhibitions and shows, and evaluating and reporting on marketing campaigns and statistics.

**Main Responsibilities:**

1. Sourcing, negotiating and booking event and show adverts across the marketing mix
2. Working with our design agency to produce all marketing collateral for shows and events
3. Writing and editing engaging copy for shows and events for the BMM website, social media and printed material.
4. Add and update BMM listings and images to relevant third party online listings.
5. Assist in keeping the BMM website and social media content up-to-date.
6. Maintain online photographic library and resize images for use online.
7. Monitor and benchmark competitors to suggest ideas and improvements to both our show and event content as well as marketing opportunities
8. Assist with content and building of e-marketing communications to attract new audiences and drive data capture.
9. Assist in the development of customer databases, and ensure they are regularly cleaned and updated.
10. Regularly review event and show data, including online bookings, visitor numbers, google analytics etc to influence and develop future marketing activity both on and offline.
11. Working from templates, assist with the design, production and circulation of internal marketing material e.g. flyers, adverts and posters.
12. Assist and support any BMM presence at trade shows and exhibitions as required and act as a representative for the organisation at such events. (This will require some weekend work)
13. Carry out ad hoc tasks and projects as requested by the Marketing Team.

### **Person Specification & Skills:**

- Degree level in an appropriate subject or CIM / Marketing qualification or relevant marketing experience;
- Excellent communication and copy writing skills, with strong attention to detail, good grammar and the ability to proof read effectively;
- Excellent time management and organisational skills with an ability to balance work effectively under pressure and to tight deadlines;
- An interest in both the tourism industry and marketing's latest trends and practices, along with a keenness to learn new skills to remain up-to-date with the fast moving world of marketing;
- A creative eye and an aptitude for design;
- A team player with an outgoing personality, great interpersonal skills, and a can do attitude;
- Experience & competence in: Microsoft Word. Desirable: experience using Adobe Photoshop & InDesign, Content Management Systems, email marketing tools (preferably Dotmailer).

**To apply:** please send a CV and covering letter/email outlining your experience to: [enquiries@britishmotormuseum.co.uk](mailto:enquiries@britishmotormuseum.co.uk) . No agencies.

Closing date for applications is midday on 19 September 2017

Interviews will take place 26 & 27 September 2017