

Job Title	Marketing Assistant
Reporting To	Head of Marketing and Partnerships
Department	Marketing
Hours	37.5 per week (flexible approach to working hours and will include some weekend working)
Contract	Permanent
Salary	£20,000-22,000 dependent on experience

Job Purpose

The Marketing Assistant will support the marketing and communications activities of Silverstone Interactive Museum. The role will support marketing campaigns and activity that will deliver on sales targets and objectives by driving ticket sales and audience engagement.

Role Responsibilities

- Support the Head of Marketing and Partnerships with the development and maintenance of brand guidelines and use of the brand.
- Act as brand guardian to ensure all content and collateral adheres with the current guidelines and meets quality standards.
- Produce and maintain content strategy for all areas of the business to support the sales and marketing objectives. Manage the content plan to ensure it remains relevant and on brand measuring and analysing the results on a monthly basis.
- As part of the content strategy, manage all posting on the Silverstone Interactive Museum social media channels – ensuring regular and relevant engagement and also responding to comments and messages in a timely manner.
- Support the Head of Marketing and Partnerships with the delivery of the customer engagement strategy – ensuring the database is kept engaged and informed with relevant and interesting news on a regular basis.
- Proactively seek out stories to help generate content by regularly liaising with staff, volunteers, and visitors.

Silverstone Heritage Ltd

Silverstone Interactive Museum, Silverstone Circuit, Northants, NN12 8TN

Tel: 01327 320 424 Email: enquiries@silverstonemuseum.co.uk

Website: www.silverstonemuseum.co.uk

Registration Number: RS007962

- Support the business by keeping the website up to date and amending or adding content where necessary.
- Handle all day-to-day liaisons with the digital and creative agencies to ensure strong two-way communication so they are kept up to date with what is happening in the business and also that they are getting the level of information they need back to do the most effective job.
- Support the team with any press visits and filming opportunities, ensuring the right level of assistance is available to visiting media to give a good level of service and ensure best possible outcome in terms of relevant coverage for the Museum.
- Monitor and report on relevant review websites such as Trip Advisor. Provide regular report to the customer delivery team and respond to feedback where necessary.
- Demonstrate film, photography and editing skills in order to produce high quality content in house.

Key Relationships

- Head of Marketing and Partnerships
- External contractors and agencies
- Commercial Operations, Collections and Research and Learning and Engagement teams

Person Specification / Selection Criteria

Criteria	Standard	Essential/Desirable	Evidence
Qualifications	Educated to degree level in a relevant subject	E	Application / Certificates
Work Experience	1 years' + experience working within a marketing or communications role/department	E	Application/Interview
	Experience of running digital marketing campaigns	D	Application/Interview
	Experience of producing compelling	E	Application/Interview

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	<p>content for a host of social media channels</p> <p>Experience of working on multiple projects simultaneously</p>	E	Application/Interview
Skills and Knowledge	Good written and verbal communication skills	E	Application/Interview
	Confident writing copy and briefing in creative requirements, with excellent attention to detail.	E	Application/Interview
	Good working knowledge of social media platforms	E	Application/Interview
	Good Microsoft Office software skills	E	Application/Interview
Aptitudes	Able to initiate, develop and maintain strong interpersonal relationships	E	Application/Interview
	Able to work independently, using own initiative	E	Application/Interview
	Able to work systematically, efficiently and accurately	E	Application/Interview
	Flexible and resilient team member	E	Application/Interview
	Outcomes-focused, with a drive and ability to meet targets	E	Application/Interview

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To apply, please send a covering letter explaining why you are suited to the role with your CV to recruitment@silverstonemuseum.co.uk by midnight on Sunday 28th November 2021.

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