



PALACE HOUSE

National Heritage Centre for
Horseracing & Sporting Art

NEWMARKET

Marketing & Sales Director

c. £45,000 depending on experience - 2 year fixed term (full-time) with potential to extend or become permanent based on performance

Palace House, The National Heritage Centre for Horseracing and Sporting Art in Newmarket wants to make a step change in its marketing and income generation over the next 2 years; expanding its reach locally, regionally and nationally whilst increasing its market knowledge and working with appropriate partners.

Palace House is seeking to appoint an experienced marketing & sales person to a new post of Market and Sales Director. They should have excellent communication skills and a demonstrable track record of success in building income by driving visitor numbers, campaign success and audience development.

This represents an outstanding opportunity for an individual with experience in the cultural, entertainment or heritage sectors to lead the delivery of Palace House's brand, engaging visitors and raising profile through PR and digital marketing strategies to build awareness and income. This will include developing a new Marketing Strategy and implementing the annual Marketing Plan, leading the marketing and sales team, overseeing the development of events and outreach and instilling a data driven ethos.

To apply for this exciting and challenging role please submit:

- A full Curriculum Vitae
- A letter of application, no longer than 2 A4 pages, explaining your aptitude and experience related to the skills outlined in this job description
- The names and full contact details of three referees. References will not be sought without prior agreement
- Please indicate if there are any restrictions on you taking up employment in the UK and, if so, provide details

Please send your application by email to: project@nhrm.co.uk

Or by post to: Application (Marketing & Sales Director), Palace House, The National Heritage Centre, Palace Street, Newmarket, CB8 8EP

Application Deadline: 5pm Wednesday 3rd April 2019

First Interviews will take place: Week beginning 8th April 2019

This post is supported by The National Lottery Heritage Fund through its Resilient Heritage Programme

Equality Palace House believes in the employment and advancement of people solely on their ability to do the job required. When recruiting people, we will therefore disregard their gender, marital status, race, age, colour, nationality, ethnic origin, religion and sexual orientation. There will be no discrimination on the basis of disability.



Supported using public funding by

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