



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)

Two year fixed term full-time contract with potential for extension or a permanent contract based on performance

Location – Palace House, The National Heritage Centre for Horseracing and Sporting Art, Palace Street Newmarket

Background Information

Palace House, The National Heritage Centre for Horseracing and Sporting Art was officially opened by HM The Queen in November 2016. It is the product of a £19 million conversion of Palace House and the accompanying former trainer's yard and paddocks into a major destination tourist venue. Palace House aspires to be a world-class visitor experience based in the internationally recognised 'home of horseracing' which provides a showcase for horseracing as well as the finest examples of British sporting art. It seeks to preserve the heritage of horseracing, celebrate the contemporary sport, and safeguard its future by bringing the historical narratives of the *Sport of King's* to new audiences and racing fans alike. It introduces visitors to the equine heroes of the sport, places horseracing within the broadest cultural context and unlocks the fascinating hidden royal history of Newmarket itself.

Comprising a museum, sporting art collection, exhibition galleries, shop, restaurant, flagship yard and arena displaying former racehorses being retrained, it is a major visitor attraction in Newmarket and the east of England, attracting visitors from across the UK as well as internationally.

Since opening, visitor reviews of Palace House have been excellent: the Museum was shortlisted for the 2017 Art Fund Museum of the Year award alongside prestigious national venues such as Tate Modern and won the 2017 Suffolk Museum of the Year award. In its first full year, it attracted just over 30,000 visitors and in 2018 became an Arts Council National Portfolio Organisation.

Palace House 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 works closely with the town's other attractions, namely Jockey Club Estates, Newmarket Racecourses, the National Stud, Discover Newmarket (the DMO), as well as with other regional attractions including Ely Cathedral and our other partners in the 'Great Days Out around Cambridge' group and Visit Cambridge & Beyond.



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JOB PURPOSE: To deliver Palace House's brand, audience development and digital strategy designed to engage visitors, generate income and PR and build awareness. This will include developing 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.

REPORTING LINE: Reports to the CEO.

DIRECT LINE REPORTS: Digital & Web Officer, Marketing Manager, Group Travel & Events Sales Manager, PR (external consultant PR agency)

KEY RESPONSIBILITIES:

- Develop the Marketing Strategy and annual plans
- Manage and monitor the marketing budget
- Create integrated marketing campaigns on and offline with the Digital & Web Officer to increase visitors across admissions, events and exhibitions
- Deliver the KPIs set in the Business Plan
- Work with the senior management team and Trustees to develop the business, identify opportunities and communicate results
- Develop, safeguard and extend the brand of Palace House
- Work with the CEO and senior management team to inform the development of exhibitions and the programme to optimise visitor engagement and drive footfall
- Cultivate a sales culture in the wider team with the Group Travel & Events Sales Manager
- Motivate and develop the marketing and sales team to deliver the marketing objectives and work collaboratively with visitor facing and curatorial staff
- Lead the development of a data driven culture and the development of insight from data
- Oversee the development of the rental of space for external event use as well as the programme of talks and events for Visitors to meet income targets
- Oversee the digital presence of Palace House, ensuring the website is as effective as possible and effective channels are used to engage visitors
- Lead the evaluation of marketing and PR effectiveness, adjusting and building accordingly
- Lead on pricing and promotional offers
- Develop relationships with key influencers, press, bloggers etc. to increase the reach of Palace House and support the marketing campaigns
- Develop external reciprocal marketing relationships

To comply at all times with Health & Safety regulations and safe working practices in accordance with current legislation and as detailed in the Company's Health & Safety Policy and Procedures.



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KEY SKILLS / CHARACTERISTICS:

Palace House are seeking an experienced Marketing & Sales Director with a demonstrable track record of success in driving visitor numbers, campaign success and audience development. You will have experience in the cultural, entertainment or heritage sectors.

- Excellent communications skills
- Strong influencing skills
- Able to make decisions and delegate
- Able to create a team spirit and motivate individuals and teams
- Self-motivated
- Good knowledge of audience segmentation
- Proven experience in data collection, management and insight
- Proven experience in evaluation of data and campaigns
- Experience of managing budgets
- Experience of senior level reporting
- Experienced in stakeholder management, particularly VIPs and HNW individuals, as well as working in partnership to achieve results
- Demonstrable commercial acumen

TERMS AND CONDITIONS OF EMPLOYMENT

Salary: c. £45,000 (depending on experience)

Term: initially 2 years fixed term Full-Time - potential to extend or become permanent based on performance

Hours of work: 40hrs per week - some evening work will be required from time to time

Annual Leave: 28 days including public holidays

Probation Period: 6 months

Notice Period: After probation period 3 months either side

Other Benefits: Contributory pension scheme

APPLICATION PROCESS

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



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- Please indicate if there are any restrictions on you taking up employment in the UK and, if so, provide details

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

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.



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