

**Marketing Officer**  
**RECRUITMENT PACK**

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# Marketing Officer

<b>Directorate</b>	Audiences & Media
<b>Department</b>	Marketing, Communications & Digital
<b>Reporting To</b>	Marketing Manager
<b>Salary</b>	£33,443 per annum
<b>Contract</b>	Permanent
<b>Working Hours</b>	37 hours per week
<b>Probation Duration</b>	6 months
<b>DBS Check Required</b>	Basic
<b>Holiday Entitlement</b>	30 days plus public holidays
<b>Location</b>	Liverpool (Hybrid)
<b>Closing Date &amp; Time</b>	Thursday 30 <sup>th</sup> April 2026 at 12 noon
<b>Interviews</b>	Week commencing 11 <sup>th</sup> May 2026

## About the Role

Reporting to the Marketing Manager, you will develop and implement a wide range of inspiring, inclusive and engaging marketing and brand campaigns to promote the extraordinary collection of work and programmes delivered by National Museums Liverpool. In doing so, you'll actively contribute to raising the profile of our organisation by highlighting our seven museums and galleries, exhibitions, events, commercial activities and projects, helping to reach audiences locally, regionally and nationally.

We're looking for someone with a creative flair and a successful track record of delivering efficient and impactful campaigns. You'll bring a strong understanding of insight-led campaign work and audience development, be commercially minded, and highly engaged with arts and culture. Working in a fast-paced environment, you'll deliver a variety of campaign types and sizes and collaborate with colleagues from across National Museums Liverpool.

Together, we'll challenge expectations and create memorable experiences for everyone.

## Key Responsibilities

- Develop, implement and evaluate marketing components of integrated campaigns for exhibitions, events, fundraising, venues and special projects, as agreed.
- Work to achieve income and visitor targets and high-quality and wide-reaching engagement, strengthening the brand of National Museums Liverpool locally, regionally, nationally and internationally.

- Prepare briefs and manage the production process for an assortment of marketing outputs, as required. This includes digital and social media advertising, out of home, press ads, direct mails, fliers and posters.
- Manage advertising schedules, including ad booking, creative commissioning and delivery.
- Run and monitor PPC advertising (e.g. Google Ads (Search and Display), Facebook, Instagram and TikTok) as part of campaigns.
- Manage the distribution of marketing collateral including booking distribution networks and maintaining contacts.
- Devise and write effective, accurate copy for a range of materials and channels.
- Monitor and contribute to other organisations' online and offline output to seek and secure opportunities to promote National Museums Liverpool's venues, exhibitions, events, projects and commercial activity.
- Contribute to content development and publication across social media channels as part of exhibitions, events, venues and projects, as required.
- Liaise with internal stakeholders, other cultural organisations, and external agencies, sponsors, funders, partners etc. to coordinate joint marketing activity, as required.
- Assist in the day-to-day management of agency relationships, including media buyers, creative agencies, printers and other suppliers, to deliver campaigns.
- Maintain relationships with other arts, cultural and heritage organisations, concierges, group travel organisers, tourism bodies to promote our activity to the widest possible audience.
- Attend planning meetings internally and externally, as required.
- Support the supervision of trainees, volunteers, and work placement students, monitoring and evaluating their outputs and facilitating their training in association with the Head of Marketing, Communications & Digital and the Marketing Manager.

### You'll Be Expected To

- Adhere to the standards expected of all public services as defined by the HM Treasury publication "Managing Public Money". Those standards are honesty, impartiality, accountability, openness, accuracy, reliability, transparency, objectivity, integrity and fairness.
- Assist in developing and implementing our commitment to Equality, Diversity & Inclusion and promote non-discriminatory practices in all aspects of work.
- Continue to grow your knowledge and skills through the undertaking of professional development, which is established with your manager through an annual performance development review.
- Fully understand and adhere to all of National Museums Liverpool's policies, procedures and guidelines in your day-to-day work, including Security, Health & Safety, Equality & Diversity and Safeguarding. You will also actively uphold the Museums Association Code of Ethics.
- Perform additional duties from time to time, as required.

## People Management

- No people management responsibilities.

## Impact & Influence

- Devise and implement tactical integrated campaigns to achieve high-impact engagement and agreed objectives.

## Decision Making

- Confident in making decisions and applying sound judgement to situations, as required.

## Communication & Networking

- Confident, approachable and accessible when working and communicating with colleagues across various locations, roles and levels.
- Comfortable working and communicating with external partners, organisations and agencies.

## Qualifications

- No formal qualifications required.

## Experience & Knowledge

- Experience working in a similar role, delivering high-quality, creative and wide-reaching campaigns.
- A proven track record of developing and delivering tactical, insight-led, and high-performing campaigns.
- Experience planning, running and monitoring PPC advertising (including platforms such as Google, Facebook, Instagram and TikTok).
- Experience using social media as part of campaigns to generate sales, engagement and profile, including proactive and reactive content.
- Experience using analytics tools to interpret and assess campaign effectiveness.
- Experience in brief writing and creative commissioning.
- Experience managing complex campaign budgets.
- Experience in the design and print production process.
- Experience working with Customer Relationship Management systems (training will be provided for our system).
- Experience building cross-departmental and cross-organisational relationships.

## Skills

- Fluent and accurate writing and proofreading skills, with the ability to produce interesting and engaging copy.

- Ability to assimilate information quickly and develop knowledge across a wide range of subjects.
- Highly proficient in using Microsoft Office 365 applications, including Teams, Word, Outlook, Excel and PowerPoint.

### **Behaviours & Competencies**

- Works cooperatively with individuals and departments across a multi-site organisation.
- Highly organised, with the ability to manage multiple projects and deadlines effectively.
- Comfortable working in a fast-paced environment, using a flexible approach and remaining calm under pressure.
- Works well as part of a team, while also using own initiative.

### **Additional Information**

- Location: Hybrid working – including both the use of in-venue hot desking and meeting facilities in Liverpool City Centre and working from home.

We work in line with the Disability Confident scheme and are committed to actively promoting and implementing equality of opportunity in all that we do. We value diversity and treat everyone fairly and equally. We ensure our recruitment process is inclusive and accessible, and we welcome applications from all backgrounds. We support our staff through unexpected life changes by providing an Employee Assistance Programme and reasonable adjustments that enable continued employment.

This job description is intended as a guide to the nature of the work required of the prospective employee. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that may be required in the future.

## Employee Benefits

- Civil Service Pension Scheme
- 35% staff discount in all our Cafés
- 25% staff discount in all our Shops
- Employee Assistance Programme
- Employee Recognition Schemes (including a Good Deed Feed)
- Employee Benefits Portal: High Street discounts, retailer discounts, locally negotiated discounts, Cycle to Work Scheme, Travel Loan Scheme, Eyecare Scheme and Smart Pay Scheme
- Access to The Charity for Civil Servants
- Access to the Civil Service Sports Council (CSSC)
- Comprehensive training and development
- Recognition of two Trade Unions

## Staff Groups & Committees

- Equality Diversity & Inclusion (EDIG)
- Global Ethnic Majority (GEM)
- Disability & Mental Health
- Emeriti
- LGBTQ+
- THRIVE Engagement
- Ethics
- Environmental & Sustainability Taskforce

## How to Apply

If you're still interested in becoming part of National Museums Liverpool, then what are you waiting for? You can apply for this role through our online recruitment platform before the closing date.

Don't forget to provide an up-to-date CV along with a supporting statement completed within the application form that outlines why you're suitable for this role – highlighting relevant experience, knowledge and skills in response to the requirements set out in the recruitment pack above.

If you require an alternative method of application, or assistance with our online recruitment platform, please contact the People Team at [Recruitment@liverpoolmuseums.org.uk](mailto:Recruitment@liverpoolmuseums.org.uk).

Candidates who have concerns about the recruitment or selection process, including potential breaches of our policy or issues relating to fairness, accessibility, safeguarding or conduct, should raise these with the People Team in the first instance via the email address above. Concerns will be handled sensitively, reviewed promptly, and responded to in line with National Museums Liverpool's commitment to fair and transparent resourcing practices. Where appropriate, matters may be escalated in accordance with our wider governance and safeguarding procedures.

# Get to Know Us

Our people are at the heart of National Museums Liverpool, and each employee makes a difference every day. Together we create memorable experiences for everyone and challenge expectations.

We pride ourselves on being a place for everyone, where we can be our true selves in a supportive environment and do our best work. We are always aiming higher, aspiring to be more representative of the communities we serve. Through our people, we are building a culture that embeds trust, respect and inclusion, helping us to evolve as an organisation every day.

With seven extraordinary museums and galleries housing and caring for over 4 million objects of international importance, exciting exhibitions, exquisite events and imagination-inspiring learning, we are certainly never dull. We hold in trust and safeguard some of the world's greatest museum collections, which are universal in their range – covering everything from archaeology and ethnology to natural and physical sciences, fine and decorative arts, maritime, social and industrial history.

Whether you work in our shops and cafés, at our events, in our visitor experience, engagement, producing and communicating teams, or curating and caring for our collections, you can be sure of an interesting, engaging and encouraging environment in which to thrive and be proud.

You should find everything you need in this recruitment pack to help you decide whether you share our values and possess the right skills, experience and knowledge to be successful in this role. Don't forget to explore [liverpoolmuseums.org.uk](https://liverpoolmuseums.org.uk), where you'll find a whole host of other information that will help you discover more about who we are and what we do.

We look forward to receiving your application.

**Laura Pye**  
Director

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# Mission

To create memorable experiences, for everyone, challenging expectations.

# Vision

National Museums Liverpool is a group of very different and wide-ranging museums and galleries. Established more than 150 years ago as a complement and counterbalance to the museums in London, it was brought together in 1986 as a nationally funded group, as a symbol of hope and regeneration and because of the global importance of our collections.

We are seven exceptional museums and galleries, sharing important stories from ancient times to today through our more than four million objects.

As an organisation we are **Welcoming, Honest and Educational**, and as a team we are **Trustworthy, Respectful and Inclusive**.

By 2030, we want to be the best museum “league” in the world. A league recognised as the best of the best—like the Champions League, the NFL, or the Premiership—we want our museums and galleries to be places that everyone wants to see and that all stakeholders want to be associated with. In our buildings and online, we will have world-class displays and engagement programmes that make everyone feel welcome. “Off the pitch”, our world-class collections and colleagues will be supported to be their best and given great facilities. We will embrace the fact that each “team” in our league is unique, with its own fan base and individual stars. Collectively, we want to be a league that all museums will aspire to be part of and that is recognised externally as a leading example.

## In delivering this vision by 2030...

- we will have the most representative audience and colleague profiles within the museums sector in the UK.
- we will engage over ten million people each year: more than four million visitors to our museums and galleries and a further six million through digital engagement, touring exhibitions and outreach.

- we will be a place where people want to work, are happy to work and proud to work together.
- we will generate over £50,000 a day, more than half our turnover, through commercial business, grants and gifts.
- we will ensure that we provide great facilities to look after our valuable collections and colleagues, with accommodation fit for the next 30 years.
- we will encourage all schools in the Liverpool City Region to visit at least one of our museums and galleries each year.
- we will celebrate the unique identities and collections of our museums and galleries, play to their strengths and delight their different audiences.
- we will be recognised as a valued leader of cultural and economic growth for the city, the city region and the north of England, and as one of the world’s finest museum groups.

# Aims

To achieve our mission and vision we will focus on six strategic aims:

- Be more representative
- Be more self-sufficient
- Provide memorable experiences
- Partner and influence
- Engage and empower
- Be more sustainable

We recommend reading our Strategic Plan to find out more about our ambition.

## Useful Links

- [Our Story](#)
- [Our Venues](#)
- [Strategic Plan & Annual Performance](#)
- [Senior Staff](#)
- [Board of Trustees](#)
- [RESPECT Group](#)
- [Partnerships](#)
- [Reports & Policies](#)