



Manx National Heritage
Eiraght Ashoonagh Vannin



Appointment of Head of Marketing, Cause & Communications

March 2024 | Reference: JANAEB1

Saxton Bampfylde

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Welcome from the Chief Executive

Thank you for your interest in this newly created role with Manx National Heritage. Having made good progress in our recovery phase post pandemic, we have seen our visitor numbers returning to pre Covid levels and we are in a strong position to raise our profile as a charity on the Island. Manx National Heritage makes a significant contribution to the wellbeing of our population, in addition to the significant economic benefit we bring to the wider visitor economy.

Manx National Heritage is the trading name of the Manx Museum and National Trust, a registered charity and the organisation responsible for conserving, protecting and promoting the Isle of Man's cultural, built and natural heritage. This is an exciting time to join our organisation and to further develop a high performing culture as we reset our ambitions for the next strategic phase. As a valuable member of the executive management team, you will be leading transformational change within a multi-faceted public-facing organisation.

Recognising the need to expand our marketing, communication and fundraising activities, a new division has been structured to channel renewed energy and focus to ensure we engage with more people, more often. We seek an exceptional Head of Marketing, Cause and Communications with a passion for our subject, to lead and inspire stakeholders across a broad demographic.

Fundraising is core to our ongoing development and effective PR, promotion and engaging communication across all platforms will be essential to successfully connect with more people and raise our profile as a worthy charity. Our teams at Manx National Heritage are doing great things every day and we have endless and unique stories to share and such rich content to draw from.

A stunningly beautiful Island, easily accessible from the UK and Ireland, the Isle of Man has one of the richest historic landscapes in Europe. Manx National Heritage is the largest single operator of visitor attractions on the Island, including the world's largest working waterwheel, the oldest surviving schooner in the world, one of the best preserved medieval castles in Europe, more than 2500 acres of landscape and 525 ancient monuments - we have over 1 million items in our care and much to be proud of.

The Isle of Man is probably best known for the TT races and perhaps less known is the fact that the Island is the world's only entire jurisdiction to be named a Unesco Biosphere, with a diverse natural landscape. 86% of residents say they have an

excellent quality of life on the Isle of Man, which is recognised as the safest place to live in the British Isles.

The role of Head Marketing, Cause and Communications will naturally be challenging, but will also be enormously rewarding and your experience, commitment and ability will be directly contributing to the protection of the Island's heritage for future generations to enjoy. This is a unique opportunity to make a significant difference and leave a lasting legacy.

Thank you for taking the time to fully consider the exciting opportunities this role has to offer.

Connie Lovel, Chief Executive
Manx National Heritage

OUR CHARITY CARES FOR...

The *world's largest*
working waterwheel

Over **950** plant
species in our gardens

The oldest surviving schooner
in the world

Calf of Man Bird Observatory of
international importance

More *Viking Age silver* per
square kilometre than England,
Ireland, Scotland and Wales

More than **2,500** acres
of landscape

Over **1 million**
items in our collections

525
Ancient monuments

Manx National Heritage is responsible for conserving, protecting and promoting the Isle of Man's natural and cultural heritage. We are a registered charity and look after some of the Island's most special places, spaces, archives and museum collections.



About the Isle of Man and Manx National Heritage

The Isle of Man is located in the middle of the Irish Sea – a strategic location which has given it a unique history of occupation, contact and conflict over 10,000 years.



As a result, it has its own language, political system, currency and culture which reflect its relationships with its neighbours at different times.

Constitutionally, it is a British Crown Dependency, however the Island has never been part of the United Kingdom, or the EU for that matter. It has its own national anthem and flag.

The Island today has a population of c85,000 people. It has a varied economy with new sectors such as international finance, e-gaming and specialised engineering existing alongside traditional activities such as agriculture, fishing and tourism. UNESCO has recognised the importance of our environment through our Biosphere Reserve status

and the Island has a high quality of life. Connectivity by air and sea has been strong and the Island has modern health care, education and telecommunications infrastructure.

Manx National Heritage is the trading name of the Manx Museum and National Trust, a charity registered in the Isle of Man, operating at arms' length from Government and sponsored by the Department for Enterprise. The charity is responsible for, and holds in Trust, the Isle of Man's national collections and archives. In addition to an annual grant from the Isle of Man Government, MNH has responsibility for self-generated income, to ensure adequate funds to carry out its statutory obligations and charitable purpose. MNH generates its own funds through commercial trading operations and donations and also receives an annual grant from the Isle of Man Government, contributing towards fulfilling its statutory remit for the care of the Island's heritage.

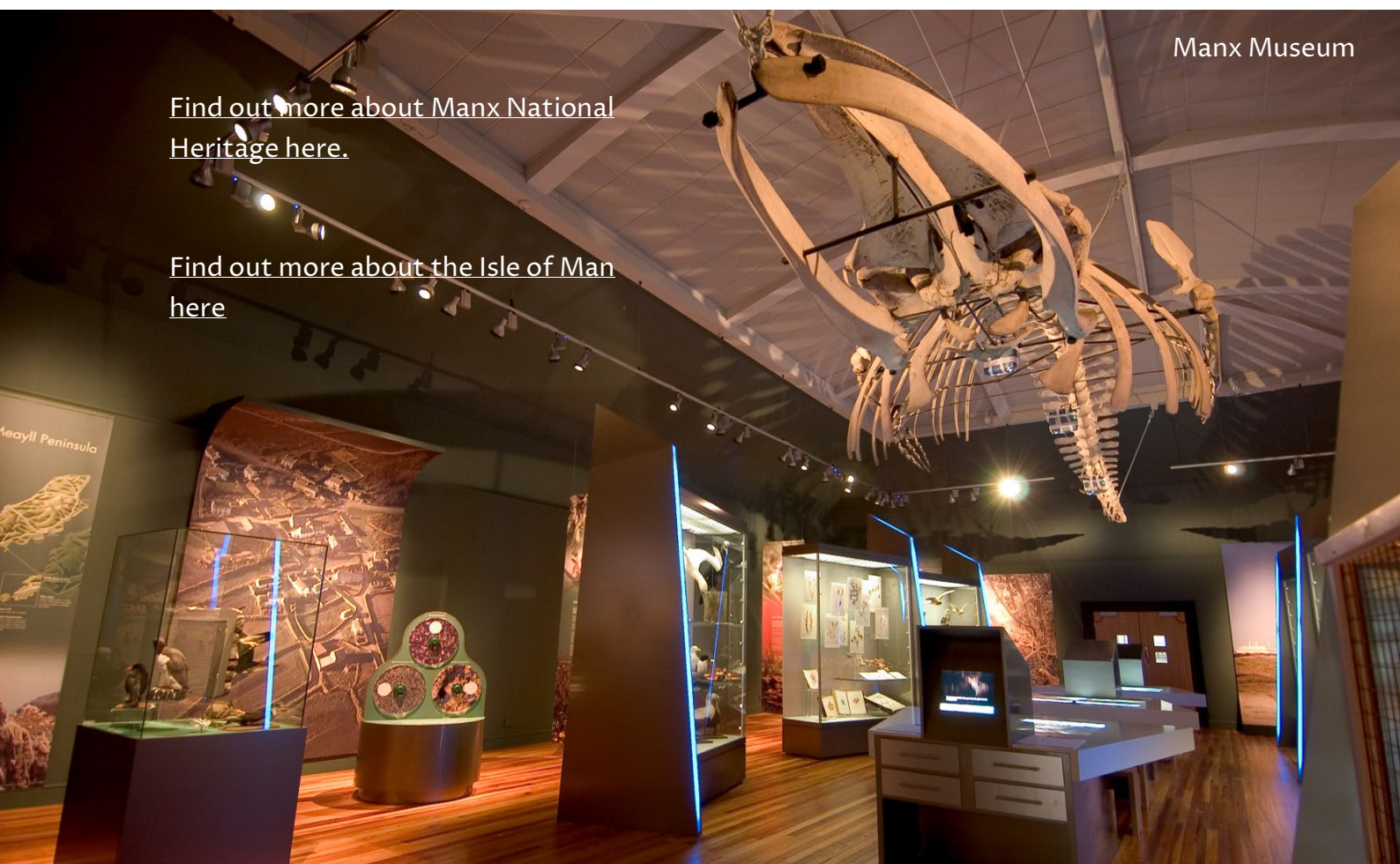
Manx National Heritage (MNH) exists to take a lead in protecting, conserving, making accessible and celebrating the Islands' natural and

cultural heritage for current and future generations whilst contributing to the Island's prosperity and quality of life. MNH has a key role to play in promoting and enhancing the Isle of Man's Heritage, ensuring our places and spaces attract and inspire all those who engage with our Island's built and natural heritage.

MNH manages c2500 acres of Manx Museum and National Trust land together with 11 principal visitor admission sites, a portfolio of mixed use buildings and a number of field monument sites. MNH's digital platforms play a significant role in ensuring our national heritage becomes more relevant to more people. The iMuseum provides free and growing online access to parts of the Manx National Heritage Museum Collections, Manx National Heritage

Library & Archives and the Isle of Man Sites & Monuments Record.

As the single largest operator of visitor attractions on the Island, MNH is a significant contributor to the visit economy of the Isle of Man, with regular interaction with industry stakeholders and contributors, including the Visit Agency and the Chamber of Commerce. Our sites also contribute to the wellbeing of the Island's population, with a great sense of pride felt for the heritage of the nation. MNH is an essential part of the visitor economy and an intrinsic element of the current Visit Isle of Man 10 year strategy to grow tourism over that period to achieve 500,000 visitors per annum. This also forms part of the Isle of Man Government's Island Plan.

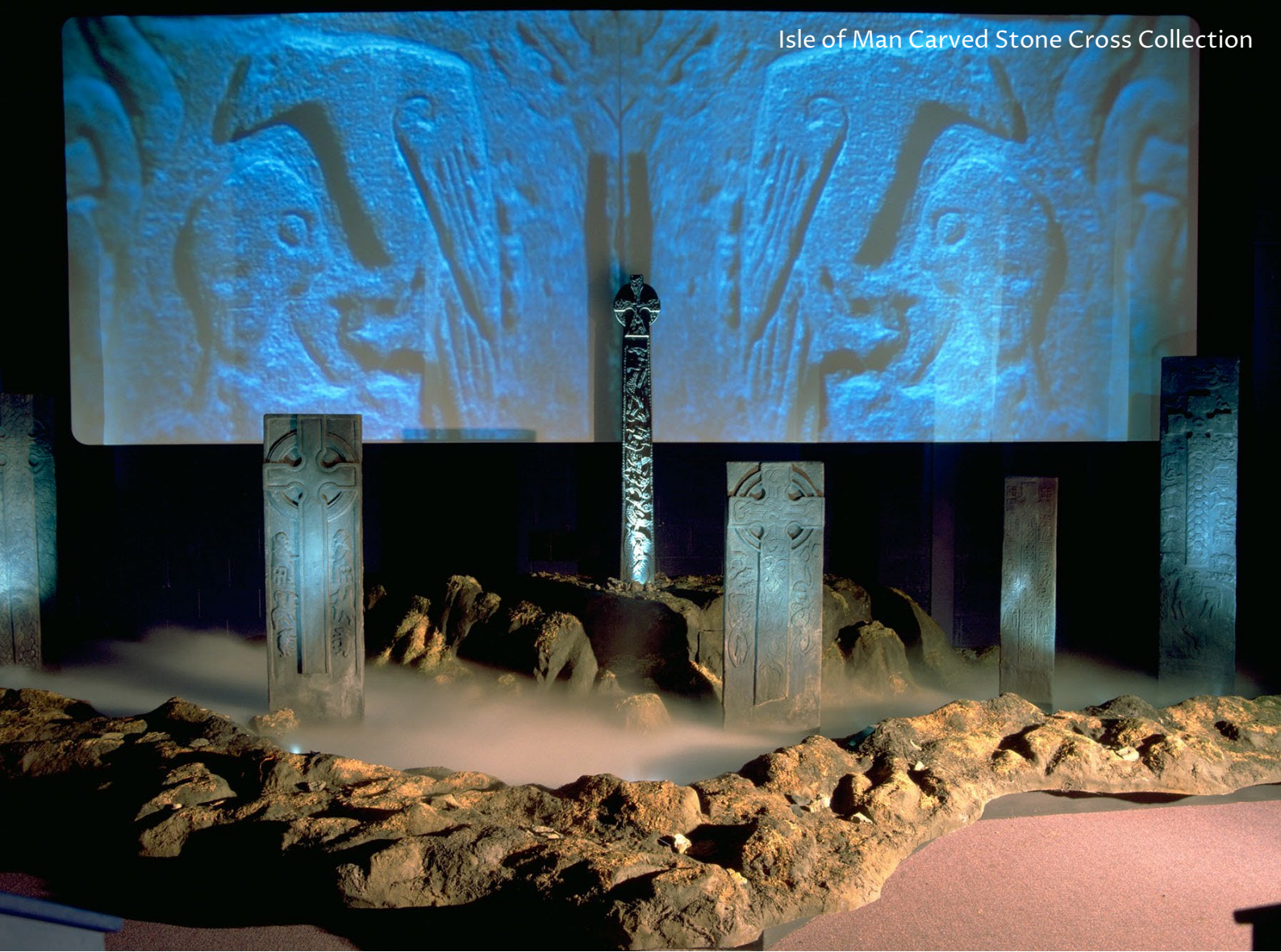


Manx Museum

[Find out more about Manx National Heritage here.](#)

[Find out more about the Isle of Man here](#)





The role

The Head of Marketing, Cause & Communications will join at an exciting time, amidst the backdrop of Manx Museum's 100th anniversary in 2022/23, and as the organisation enters a new chapter in its history and develops a new three-year strategy.

This is a new role and, as a member of the Senior Leadership Team reporting directly to the Executive Director (Chief Executive), the Head of Marketing, Cause & Communications will be responsible for the development and operational delivery of an integrated marketing, communications, corporate, public affairs and fundraising strategy, raising the profile of the charity's impact on the visitor economy and wellbeing of the Island's population and supporting the success of fundraising campaigns, events, partnerships and initiatives. Working closely with the Executive Director and Senior Leadership Team, the post holder will be responsible for

developing the Manx National Heritage brand strategy, marketing plans, media channels, content strategy and reputational management.

They will also contribute to the overall strategy of the charity and its delivery plans provide leadership, direction and support more broadly across the organisation for the effective delivery of the Trust's corporate strategy and income targets.

Core duties and responsibilities

- **Head of Division** – demonstrate transformational leadership with responsibility for all aspects of strategy and implementation of activities to promote the cause of the organisation. Creating, leading and sustaining a collaborative and cohesive culture across the division.
- **Brand Strategy** – development of effective strategies and measurable delivery plans in all areas of brand and marketing, to ensure a high level of cause messaging, creating and maintaining a high profile for Manx National Heritage. Ensure a wider public understanding of Manx National Heritage as a fundraising charity,
- **Fundraising and Cause** – provide a strategic framework for ongoing development and effective delivery of fundraising initiatives and activities, with the primary purpose of securing essential charitable income. Develop a strategy to maximise the potential for voluntary income from multiple sources, to include corporate sponsorship, philanthropy, legacies, major donors, foundations and individual donations.
- **Visitor Marketing** – develop and oversee a strategic approach and effective marketing programmes to promote the charitable purpose, MNH's portfolio of visited properties and land management responsibilities.
- **Audience development** – devise and implement, in conjunction with the Head of Operations, an audience development programme, championing the importance of audience understanding across the organisation as a foundation for future planning.
- **Public Engagement programme** – devising and implementing a strategy for the delivery of an effective public engagement programme, including events and online activities, with a key focus on income generation.
- **Membership** – with strategic responsibility to work with supporting organisations to ensure effective communication of Manx National Heritage's cause and the importance of Memberships and sponsorship support which contribute to MNH carrying out our responsibilities as the Isle of Man's National Trust.
- **Communications** – develop a clear strategic approach to the media, reinforcing consistent messaging from MNH in the area of public affairs and engagement. Personal responsibility for communication in crisis management situations to ensure maximum protection of corporate reputation. Ensure

ongoing delivery of effective communications across all channels adopting reputational management techniques and consistent dynamic messaging, including provision of support for the Trustees of Manx Museum and National Trust, ensuring effective representation from those members.

- **Internal communications** – working collaboratively and effectively with colleagues across the organisation to ensure strong internal communications and a shared understanding of the breadth of work of the organisation. (This to include Isle of Man Government departments and political representatives)
- **Digital advancement** - oversight of the website, apps, search engines and social media platforms. Develop effective strategic plans across all media channels, leading and implementing ongoing and dynamic content strategy and work closely with the Head of Operations to develop online retail capability, donation and income generation opportunities.
- **CRM and Customer Journey** - Provide a strategic framework for deployment of CRM systems, devising effective customer journeys, and ensuring effective engagement with visitors and donors in a compliant and ethical manner. Working closely with the Head of Operations for successful delivery of CRM to provide a personalised experience for customers and visitors to encourage and inspire loyalty and ongoing support.
- **EPoS** – working with Head of Operations/colleagues to use the Management Information System and reporting mechanisms to ensure effective marketing at visited sites.

Executive responsibilities as Head of Division and member of the senior leadership team

- Contribution as Head of Division – provide effective representation when required internally (to Board of Trustees and colleagues). Contribute to the overall strategy of the organisation, at executive meetings, through provision of board papers and when undertaking wider corporate duties externally when required. A shared leadership responsibility for devising and delivering transformational change across the organisation is an essential requirement of this role.
- Creating, leading and sustaining a collaborative culture with effective interface with Heads of MNH Divisions to ensure consistently high standards of customer and visitor experience, physically at our sites and through on-line interaction.
- Contribute to MNH's long term financial stability and organisational resilience by creating an environment which builds the Trust's reputation as the national heritage organisation, and an employer of choice.
- Anticipate, recognise and manage strategic risks and issues facing the organisation.

- Play an active role in the overall leadership of Manx National Heritage, making a significant contribution to the future direction and working with colleagues to help embed an appreciation and understanding of the need to deliver self-generated funds through Operational activities. Ensure all staff fully understand our charitable purpose.
- Be a visible senior ambassador for MNH, develop effective relationships and partnerships with stakeholders.





Person specification

The ideal candidate will bring all or most of the following attributes:

Experience

- Demonstrable successful experience in relevant leadership positions
- Knowledge and understanding of the charity sector
- Successful track record at senior management level of significant achievement in media and communications demonstrating positive impact of the outcomes
- Experience of promotion and marketing of multi-site locations/paid-for visitor attractions
- Demonstrable track record as a marketing and/or fundraising manager in corporate, or major donor fundraising organisation, with proven success leading on winning and managing significant numbers of donations / partnerships

- Excellent organisation skills, with the ability to prioritise work, balance conflicting priorities, direct and monitor progress as necessary.
- Highly developed interpersonal and influencing skills, with a proven track record of developing and maintaining effective relationships with a wide range of internal and external stakeholders up to Board level.
- Proven experience as budget holder and advanced knowledge, experience and understanding of financial reporting and reporting systems
- Experience working in an organisation with a high level of visitor/public interface and a high profile in the community

Capability

- Outstanding leadership skills with the ability to motivate, manage and inspire multi-disciplinary teams, and setting a compelling vision for driving improvements to achieve results
- Excellent communication, influencing and negotiating skills.
- Commercially astute, with outstanding financial and commercial acumen.
- Entrepreneurial with an innovative and creative approach
- Excellent interpersonal skills and confidence to interact at all levels with tact and diplomacy, to ensure good working relationships with colleagues and stakeholders
- A clear understanding of and demonstration of integrity

Character

- An interest in cultural and natural heritage
- Reliable and self-motivated
- Positive and innovative, 'can-do' approach
- Ability to remain calm under pressure
- Approachable and flexible, agility to react swiftly when required
- Has positive energy and drive
- Pro-active approach to finding solutions

Other requirements

- Full, valid driving licence and own vehicle



Terms of appointment

This role is based at Manx National Heritage, Manx Museum, Douglas, Isle of Man, IM1 3LY.

The salary range for the role is £59,269 - £69,017.

Manx National Heritage will support your relocation to the Isle of Man by providing a Relocation Grant on production of receipts of up to £6,500.

Learn more about relocating to the Isle of Man and the fantastic quality of life on the Island by visiting [Locate.im](https://www.locate.im)

How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to Manx National Heritage on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code **JANAEB1**.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on **Wednesday 24th April 2024**.

** The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

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