

Plymouth Mayflower 400
Marketing Executive
Approximately £20,000 pa

Plymouth Mayflower 400
Marketing Executive
Information Pack

Overview

Plymouth is Britain's Ocean City and gateway to the beautiful South West and Cornwall. With a planned programme of major capital investment and citywide regeneration, Plymouth is an exciting place to be with an exceptional quality of life.

We wish to recruit an enthusiastic and dynamic Marketing & Communications Executive to join the Mayflower 400 project team. This is a fixed term contract up to January 31st 2021.

The successful applicant will co-ordinate the delivery of key marketing and PR aspects of the Mayflower 400 UK project, including associated engagement with stakeholders and delivery organisations, ending in 2021.

Applicants will need to demonstrate essential skills in communications and a good understanding of branding.

This position will be directly accountable to the Director of Marketing & Communications

If you would like an informal discussion about this role, please contact Jane MacDonald by e-mail at Jane.MacDonald@plymouth.gov.uk.

Closing date: April 23rd 2019

Interviews will be held within week commencing 29th April 2019

This is a fixed term appointment to January 31st 2021.

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An Introduction to Mayflower 400

2020 is the 400th anniversary of the Mayflower voyage, one of the most influential journeys in global history and a defining moment in the shared history of Britain, the US and the Netherlands. This is a unique opportunity to highlight Plymouth's exceptional heritage, promote our brilliant visitor offer and bring communities together to celebrate our city.

Developed in response to this opportunity by a citywide partnership, the Mayflower 400 programme will be an exceptional year of over 400 moments including art, music, theatre, exhibitions, immersive storytelling, digital innovation, literature, crafts, sports, festivals, debates, business activity and more. The Mayflower 400 programme will explore all aspects of the Mayflower history and legacy, incorporating contemporary Native American voices and welcoming diverse approaches to the themes of Imagination, Humanity, Freedom and Future.

The main cultural programme will begin with Illuminate in 2019, building over 12 months to culminate with Illuminate 2020. It will put Plymouth in the international limelight, providing an opportunity to reflect on our past, present and future role as Britain's Ocean City while celebrating our status as one of Europe's finest waterfront destinations.

Overview

- A programme of over 400 'moments', ranging from international civic ceremonies to local community events, giving everyone the chance to get involved through the year and highlighting Plymouth's exceptional creative and community talent
- Major new cultural attractions, including The Box, new heritage trails and the Elizabethan House
- Investment in Plymouth's public realm, to ensure the city looks its best and provides a great canvas for everything that happens through the year
- Associated capital projects valued at over £200m that will transform the city for residents, visitors and businesses, providing an ongoing legacy for the city post 2020
- An international marketing programme that has reached an estimated audience of 722m to date and given Plymouth an unprecedented presence at global events such as World Travel Market, the world's leading travel trade show
- 1m additional visitors are anticipated to arrive in Plymouth for 2020, with the commemoration expected to deliver an additional £352m in direct spend across the national partnership

Mayflower 400 – An International Moment

Plymouth has been appointed the lead of a national partnership of 11 destinations who are working together to commemorate the Mayflower's journey and the associated heritage of their communities. Further partnerships have been developed in the Netherlands and US, including with the Native American Wampanoag Advisory Council, which will provide an ongoing legacy of co-operation post 2020

and drive an enhanced economic and social impact by raising the profile of the commemoration.

Collaborations include:

- The creation of a national Mayflower trail, that will link destinations across the UK and drive visitor footfall
- The creation of an aligned cultural programme, with key events such as Illuminate linked nationally to enhance impact
- Shared branding across national and international partners, creating a unique tourism product and raising awareness
- Shared resources and skills across the international partnership. For example, over 100 institutions are contributing artefacts to Plymouth's Mayflower Exhibition, while Wampanoag artists have been commissioned to create a new Wampum Belt which will tour in the UK and US

Mayflower 400 Marketing & Communications Executive

Reporting to: Director of Marketing & Communications

1. Job Purpose

To co-ordinate the delivery of key marketing and PR aspects of the Mayflower 400 UK project, including associated engagement with stakeholders and delivery organisations, ending in 2021. This will involve working with the overall Project Team on the marketing and communication activations within the programme framework, including communications with stakeholders and partners nationally and internationally, to enable delivery of the on-going programme up to 2020. Activity will also include reporting against key targets and metrics to support the Mayflower 400 Executive team.

2. Decision making

The role is responsible for driving the marketing, communication and branding delivery of the Mayflower 400 UK program framework including key associated projects that are part of this program working with the Director of Marketing & Communications on a daily basis.

The post holder will be required to facilitate development of, and manage delivery of, communications plan activities to meet targets and to support delivery of the programme working with the executive team.

As Marketing and Communications Executive, the post holder does not have authority over colleagues but is responsible for imparting deadlines on them for various stages of work to deliver activity to agreed deadlines. When faced with unexpected delays the post holder is required to make a decision on the next course of action to progress the project. Where possible, the post holder is expected to resolve most problems independently but will refer to the Director of Marketing & Communications when escalation is required. They will be required to work in complex multi-agency working environments at senior level on occasions and to manage consultancy or agency based support for projects where required. In this fast moving, high profile project, the post holder will be expected to take empowerment and act proactively on their own initiative while engaging partners and senior managers.

3. Key responsibilities will include:

Stakeholder engagement, marketing and communications:

- Facilitating development and implementation of the Marketing and Communications activity through owned media including website, digital, newsletters etc.
- Activating the Marketing and Communication plan through multiple channels to promote the project objectives through earned media.

- Creating and delivering relevant and engaging content and aggregation plan.
- Branding guidelines (technical support).
- Responsible for MF400 brand integrity, protection and processes.
- Work with partners and stakeholders nationally and internationally to ensure effective consultation and communication through a communication plan, including, where relevant, face to face visits and regular electronic communications.
- Co-ordinate the delivery of marketing and communication activities through partners and, where appropriate, volunteers

Performance monitoring:

- Work with the Mayflower 400 leadership group, as well as other key partners to contribute to effective development of the programme.
- Ensure effective and timely monitoring of KPI's and performance for the framework in partnership with the leadership group and Mayflower programme Manager.

General:

- Represent the Mayflower 400 Leadership Group and national partnership in a professional manner at all times.
- Report to and carry out other duties required by the Mayflower 400 Leadership Group which are consistent with those listed above and appropriate to the title and grade of the post.
- The post holder is responsible for his/her own health and safety and ensuring that an employees within the team adhere to the company's Health and Safety policy ensuring that the company's Health and Safety policy is enforced within all areas of responsibility ensuring that safe working practice.

Job Related Abilities
<p>Essential Criteria</p> <ul style="list-style-type: none"> • Excellent persuasion, influencing and communication skills • Successful track record in marketing and communications • Strong presentation skills • Effective agency management skills • Highly motivated self-starter <p>Desirable Criteria</p> <ul style="list-style-type: none"> • High level of competence in PowerPoint, Excel and desktop publishing software • Experience of organising hospitality and events • Knowledge of web based software and social media systems

Application and Response Details

To apply for this post please forward your CV and covering letter to:

E-Mail: jane.macdonald@plymouth.gov.uk

Please clearly state in the subject line 'Mayflower 400 Commercial Manager'

Post: Destination Plymouth Ltd.
c/o 2nd Floor, Ballard House,
Plymouth City Council
West Hoe Road
Plymouth
PL1 3BJ

By no later than **23rd April 2018**

It is anticipated that interviews will be held over 1 day within week commencing April 29th.

If you would like an informal discussion about this role, please contact Jane MacDonald by e-mail at jane.MacDonald@plymouth.gov.uk.

During the shortlisting process we will be looking at specific criteria highlighted in the Person Specification. Please ensure that you are able to demonstrate in your CV/covering letter how you meet these criteria.

We intend to apply for references for shortlisted candidates in advance of interview. Please supply two referee's details, one of which should be your current or most recent employer. If you do not wish us to contact referees ahead of interview, please confirm this in your covering letter.