



Job Description

Job Title:	Digital Marketing Manager
Reporting to:	Director of Visitor and Commercial Development
Direct Reports:	Digital Marketing Executive
Grade:	Managerial/Specialist
Team:	Marketing and Communications
Group:	Visitor and Commercial Development

ABOUT THE RAF MUSEUM

The Royal Air Force Museum is a national museum, a Government non-departmental public body (NDPB) and a registered charity, with two sister sites at London and Cosford. RAF Museum Enterprises Ltd is the trading arm of the RAF Museum with all profits gift-aided to the Museum to support its charitable activities. Our purpose is to share the story of the Royal Air Force - past, present and future, using the stories of its people and our collections, to engage, entertain, inspire and encourage learning. Our overall vision is to inspire everyone with the RAF story – the people who shape it and its place in our lives.

The shared values that guide our planning and behaviour are:

- **INtegrity:** we are open, transparent and ethical
- **Sharing:** we work as a team to ensure our collections and expertise are accessible to all
- **Passion:** we care deeply about sharing our collections and their stories
- **Innovation:** we tell our stories and develop our business with creativity and imagination
- **Relevance:** we ensure our legacy by linking our histories with today and tomorrow
- **Excellence:** we are professional and strive to ensure excellence in all that we do

As an organisation, we aspire to be entrepreneurial, agile and sustainable in our approach, and have agreed five key strategic priorities which will underpin all that we do for the current strategic planning period to 2030:

- Inspiring innovative engagement, debate and reflection
- Connecting with communities and partners
- Inspiring our people within a dynamic, diverse and collaborative culture
- Fit for the future with brilliant basics
- Embedding an entrepreneurial, agile and sustainable approach

Underpinning everything that we do, the Museum has three overarching commitments that inform our insight, business planning and strategy development, these are our:

- **Equity, Diversity and Inclusion Commitment** – we believe that everyone has the right to live without fear or prejudice regardless of race, age, gender, disability, sexual orientation, social class, religion and belief. We aim to embed a supportive and open culture which is inclusive, positive and fair to all, develop flexible opportunities to encourage engagement with the Museum onsite, offsite and online and celebrate differences.
- **Sustainability Commitment** - we are in a climate emergency, and we are committed to addressing this crisis through our operation and with our audiences. We will operate in an environmentally sustainable way, applying the principles of sustainable development for the benefit of current and future generations, both locally and globally.
- **Health & Wellbeing Commitment** – we are committed to creating an environment where health and wellbeing are actively promoted, where people feel engaged and valued for their contribution. We aim to create a health promoting workplace where people can be themselves, feel their best and perform at their best, so we can deliver an exceptional experience for our visitors.

As a member of the RAF Museum team, you will play an important role in delivering our purpose and achieving our vision, ensuring that the Royal Air Force's story continues to enrich and inspire current and future generations.

The Visitor and Commercial Development Group comprises: Retail and Admissions, Visitor Experience, Catering and Events, Communications and Marketing. We are responsible for ensuring our visitors receive the very best day out at the Museum and that every element of the visitor experience meets our customers' needs. We also oversee the commercial development of the Museum, ensuring our offer is relevant to our visitors and contributes to the future sustainability of the Museum.

Purpose of the Job

Reporting to the Director of Visitor and Commercial Development, the Digital Marketing Manager will take lead responsibility for the development and roll out the Museum's digital marketing strategy, CRM, and eCommerce approach.

The goal of the digital marketing strategy is to drive awareness, engagement, and revenue, meeting core customer experience KPIs. This involves coordinating all digital marketing and acquisition activity across Paid Search, SEO, Socials, Affiliates and Display, allocating budgets, and working closely with the Campaigns and Press teams to maximise efficiency. It also includes using data analysis and reporting to measure and optimise results. With one direct report, the Digital Marketing Manager will also be responsible for the management, development, optimisation, and maintenance of the RAF Museum website, CRM and key eCommerce channels, such as our online shop and ticketing platform.

Key Role Responsibilities

- To support the Director of Visitor and Commercial Development in the development of the RAF Museum digital marketing and eCommerce Strategy. This commercially oriented strategy will build on the principles outlined in our Commercial Strategy and will focus on the development of the Museums digital business and in driving awareness and visits to the

RAF Museums.

- Set and deliver on annual and quarterly digital brand engagement and revenue targets across all online acquisition channels responsible for PPC, SEO, Display, Social Paid and Affiliates, ensuring KPI's are met. You will play a key role in developing our e-commerce and CRM, and data strategy, while working closely with our Retail Team.
- Develop a digital marketing strategy in collaboration with the wider Marketing and Communications team, to bring to life the Museum's annual brand marketing objectives.
- Develop a digital performance report that highlights insights, results and recommendations across all key digital marketing and acquisition KPIs for all digital channels.
- Key responsibility for the development of the new RAF Museum website, in line with overall marketing objectives. This will consider the future integration of the Museum's website, its ticketing platforms, its CRM system, its social media channels, and its online store.
- Effective management of new website, CRM system, and social media channels; through optimization, updating, and the production of engaging content that aligns with our brand to improve the site's digital performance and KPIs.
- Act a key Digital and eCommerce stakeholder at selected internal and external groups, including the Senior Management Group, Senior Leadership Team and selected industry bodies such as ALVA and the Museums Association.
- Act as lead marketing stakeholder in all aspects of marketing data compliance, ensuring that GDPR guidelines are adhered to through all communications and data warehousing activities.
- Manage, coach, and develop the Digital Marketing Executive.

Additional General Responsibilities

Relationships

- Ensure effective communication with all stakeholders, both internally and externally.
- Work closely with other departments to deliver museum-wide programmes and objectives.
- Cultivate internal relationships that cross team boundaries and demonstrate positive collaboration and problem solving with all team members.
- Cultivate external relationships to identify potential new partners.
- Build and maintain partnerships with relevant external contacts and stakeholders.
- Champion volunteering across the Museum.

Budgets and Resources

- Work to reduce operational costs and maximise resources whilst maintaining standards of products and services.

Policies and Procedures

- Uphold both the spirit and letter of the Museums Association's Code of Ethics.

- Adhere to Museum policies, procedures and code of conduct, to protect people and the Museum's reputation, including GDPR, Health and Safety and Safeguarding policies and procedures.
- Professionally challenge procedures that do not add value to the Museum.

Personal Responsibilities

- Actively support and demonstrate the Museum's Values.
- Work as part of a team and support colleagues across the Museum.
- Protect the reputation of the Museum.
- Be a positive influence and role model, acting with integrity and professionalism and tackling challenges in a pragmatic and collaborative manner, to bring your team and the wider staff along with you when changes and developments are being implemented.

General Consideration

- The above job description is not intended to be a comprehensive list of key responsibilities, duties or requirements, and you are expected to carry out any other duties commensurate with the scope and scale of your role. The job description should be reviewed regularly to ensure it remains an accurate reflection of your role.
- You will be expected to travel to other sites, as and when the role requires it, including outside the UK.

Person Specification:

The post holder **must** have (and be able to demonstrate) the following core/professional competencies:

COMPETENCY	DETAILS
Essential technical competencies	<ul style="list-style-type: none">• Demonstrable and proven experience in a digital marketing-oriented role at a managerial level.• Demonstrable experience of digital campaign management.• Demonstrable experience of managing social media channels.• Demonstrable experience in the managing and optimisation of websites and eCommerce platforms• Experience in CRM systems (preferably Microsoft Dynamics)• Strong data analysis and reporting skills across multiple platforms (web, CRM, social media, eCommerce)
Communication & Engaging People	<ul style="list-style-type: none">• Communicates in a straightforward manner, demonstrating respect and acting with integrity and impartiality.• Is open and inviting of the views of others and is confident in constructively challenging views and proposals.• Leads by example, acting as a role model and exemplifying appropriate behaviours and values, encouraging other to do the same and promoting a positive culture, acting promptly and appropriately when standards aren't met.• Ensures individual contributions are maximised by an appropriate mix of coaching, development, guidance support and performance management.
Decision Making & Problem Solving	<ul style="list-style-type: none">• Recognises scope of own authority for decision making and empowers team members to make appropriate decisions.• Makes decisions when they are needed, even if they prove difficult or unpopular.• Provides advice and feedback to support others to make accurate decisions.• Demonstrates accountability and able to make unbiased decisions.• Displays a strong commitment to improving ways of working and generating ideas.
Delivering Results	<ul style="list-style-type: none">• Displays a strong commitment delivering on own/teams' objectives.• Pre-plans work programme for own role and teams, taking into account current and future priorities.• Monitors own and/or team's performance against agreed outcomes and take corrective action as necessary.
Change, Adaptability & Flexibility	<ul style="list-style-type: none">• Ability to flex approach to the different needs of competing work areas.• Demonstrates resilience and positivity in changing and demanding circumstances and to manage effectively in a climate of change.• Plays an active role in shaping and delivering organisational change and identifying lessons learned.
Professional Excellence	<ul style="list-style-type: none">• Uses specialist professional//technical expertise and operating knowledge to its fullest extent, where appropriate.• Recognises the need to refer to others' expertise and acts accordingly.

	<ul style="list-style-type: none"> • Is a member of appropriate professional body or technical association, where appropriate. • Pro-actively undertakes continuous professional development either within Museum or externally. • Engages with professional networks.
Strategy & Leadership	<ul style="list-style-type: none"> • Articulates the Museum's purpose and objectives and supports their team to see their role within it. • Actively shares experience and knowledge with team and, where appropriate, the wider Museum to develop understanding and knowledge. • Confidently engages with stakeholders and colleagues at all levels, both internally and externally. • Motivates and provides confidence to team members, allowing them to utilise their skills and knowledge and act with relevant level of autonomy.

The following are **desirable**:

COMPETENCY	DETAILS
Additional competencies	<ul style="list-style-type: none"> • An active interest in the RAF, aviation or military history • Is a member of appropriate professional body or technical association, where appropriate. • Engages with professional networks.

Date modified:2/3/26

Modified by: Barry Smith

Approved by: Kam Sandhu-Patel