

FARMLAND MUSEUM - MARKETING CONSULTANT BRIEF

The Farmland Museum and Denny Abbey is a popular site to visit for all ages during April – October each year. Building on the success of our events programme we are looking to significantly increase the number of general visits to the site over the next 5 years. We would also like to increase the number of schools visiting and to attract schools from further afield. To this end we have successfully applied to the Litchfield Trust for funding to appoint a marketing consultant.

We are looking for an experienced **Marketing Consultant** who'll provide strategic and practical advice to boost the museum's marketing efforts.

The ideal candidate will be a strategic thinker and knowledgeable in everyday marketing activities, with significant relevant experience. Knowledge of the heritage sector and tourism is very important.

The goal is to establish a clear plan for our future marketing activity – including guidelines that can be used for marketing material and online content.

Aims

We are seeking a freelancer/organisation with experience of successfully marketing a heritage offer to visitors and schools:

- Identify and map key audiences to target in order to progressively increase museum visits from schools and individuals
- Produce a marketing strategy for the next 5 years
- Produce clear guidance for the museum to help improve its online presence
- Make recommendations how the museum can maximise its membership of Visit Cambridge & Beyond; and how it may tap into two current national projects that VCB is leading on (working titles The Collection and US Connections)

Deliverables and Methodology

1. Produce an analysis of key audiences and engagement routes to inform future marketing activities
- 2 Create a specific plan for the engagement of schools, including building a database of key contacts at schools
- 3 Ensure that any marketing plans follow best practice in line with GDPR and ICO guidance
4. Review current marketing materials and activities
5. Create a clear written plan for how the museum can engage with the key audiences identified, and how it should utilise online and offline marketing activity to increase it's revenue.
6. Produce recommendations for future marketing activity over the next 5 years, creating a strategy that is within the museum's budget with clear and measurable goals.
7. Produce guidance documents to support the delivery of the strategy which will advise the museum team on branding, positioning, communications and other marketing issues.

Project timetable

The project is to be delivered during the period July to November 2018.

Fee

The budget for the delivery of this project is £3,000 (travel, National Insurance to be covered within amount)

Confidentiality

Any information used to inform this project which is not in the public domain is to be treated as confidential.

Copyright

Anything produced as part of this project will be copyright of the Farmland Museum. We reserve the right to edit and to publish any information or materials produced as part of this project.

How to apply

Please e-mail your CV and a proposal outlining how you might approach the marketing project, including your proposed methodology, and how you would deliver this project to timetable and budget.

Your proposal should be no more than 6 sides of A4 and your e-mail no more than 1MB.

Your proposal should include a breakdown of the number of work days you could provide, your daily rate (excluding expenses), VAT and your availability. You should highlight the knowledge, skills and experience that would equip you to deliver this project and the contact details of two people who can provide a reference for your recent work. Knowledge of the local area is desirable but not essential.

Please send your application by e-mail to Ann Wise, Museum Manager (managerfarmlandmuseum@yahoo.com) by 7pm on Thursday 14 June 2018.

Interviews will take place at the Farmland Museum week beginning 25 June 2018.