



## Job Description

Department	Marketing, Sales and Events Department
Job Title	<b>Chief Marketing Officer</b>
Reporting to (title)	The Chief Executive Officer

## Overall Job Purpose

The position of the Chief Marketing Officer consists of determining the demand for products and services offered by St John's Foundation and those in the sector and identify potential customers. It also consists of developing pricing strategies and the goal of maximising the Foundation's organisation's share of the market and the corresponding revenue. The position also ensures that the Foundation have a good listening posts to measure customers satisfaction, oversee the development of new services and monitor changes in trends. Finally the position entails hitting the sales targets.

## Main Activities and tasks

- 1 Initiate market research studies, analyse their findings and feed into policy.
- 2 Identify, develop and evaluate the marketing strategy based on knowledge of the market, market characteristics, costs and mark-up.
- 3 Co-ordinate and participate in promotional activities and shows, working with developers of campaigns, advertisers and production managers, to market the services.
- 4 Prioritise the campaigns targeting the local market especially children and young people.
- 5 Ensure having a state of the art website that is interactive and constantly updated that addresses the information and educational needs of the various audiences including children, tourists and researchers.
- 6 Ensure a strong and interesting social media presence to improve branding and customer loyalty.
- 7 Manage all events & conferences as directed by the CEO.
- 8 Develop, contract and implement an annual programme of cultural events in the Co-Cathedral and the museum that distinguishes the Foundation from other players in the sector.

- 9 Develop, contract and implement a programme of educational activities that generate more interest in the heritage of St John's especially children and young people.
- 10 Ensure the accessibility to the facilities by all visitors as much as is possible.
- 11 Partner and collaborate with others in the sector to add value to the experience of the visitors.
- 12 Seek new and innovative opportunities to expand the business of the Foundation by improving the experience of the visitors through better understanding and access to the wider framework and context of the Co-Cathedral and its exhibits.
- 13 Develop, contract and implement a system of digitalisation and explore virtual reality systems for a wider audience especially those who do not visit in person and in particular for the benefit of children and young people.
- 14 Use sales forecasting and strategy planning to ensure the sales and profitability of the services, analysing business development and monitoring market trends.
- 15 Develop pricing strategies, balancing the revenue / profit objectives and customer satisfaction.
- 16 Evaluate the financial aspects of product development, such as budgets, expenditure and profit and loss projections.
- 17 Train and oversee the daily activities of any sales staff in the department.
- 18 Carry out presentations if and when necessary about the services of the Foundation and ensure an adequate presence on local Radio and TV.
- 19 Assist the CEO in scouting sponsors and nurturing contributors. This may include developing a group that are friends of the co-cathedral who may offer voluntary services to the Foundation.
- 20 Act as deputy for the CEO and / or duty manager if and when required.
- 21 Handle all PR related issues including visitor complaints

### Qualifications and requirements

- 1 A bachelor's degree in marketing (MQF level 6) or a related field. A Masters degree is a plus.
- 2 A minimum of 3 years work experience in a related position.
- 3 Ability to give full attention to what the customers and the front line personnel say and seek solutions based on formal research, as well as, the feedback of the users and providers of the service.
- 4 Needs to have a well-developed battery of interpersonal skills in order to be able to influence others both inside and outside the organisation.
- 5 Available to work evenings, weekends and festive days when events are staged in the Co-Cathedral or museum.
- 6 Accessible during all hours.

### Competencies

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| Dependability       | the job requires being reliable, responsible and getting the results expected.                 |
| Attention to detail | the job requires being careful about detail and thorough in completing the tasks successfully. |

Cooperation	the job requires being pleasant with others on the job and displaying good natured and collaborative attitude.
Integrity	the job requires being honest and ethical.
Leadership	the job requires willingness to lead with credibility that includes both competence and personal characteristics of having the right intent and integrity.

### Lines of Communication

- 1 The Chief Executive Officer and the management team to ensure unison of direction and team cohesion.
- 2 The departmental staff members and other in the organisation to ensure that all staff, at all levels feel engaged with the sales and marketing objectives of the organisation.
- 3 The customers who are the most important source of feedback about the products and services offered by the organisation.
- 4 The advertising and promotional professionals whether employees of the organisations or sourced from outside.
- 5 The media of whatever type and nature which on occasions may require the sales and marketing manager to be the face of the organisation.