



Job Description

Job Title:	Market Intelligence and Data Manager
Reporting to:	Head of Marketing and Communications
Direct reports:	No direct reports, but will be expected to work with volunteers, as and when required.
Grade:	Managerial/Specialist
Team:	Marketing & 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

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

- Playing a leading role in improving the RAF Museum's understanding of who its current customers are today, and what motivates them to interact with the Museum.
- Help to define what we need to do and who we need to appeal to (target), so that we can grow the museum's audiences in line with our 2030 Strategy.
- Audience and museum experience evaluation will also play a key part of the role, as will the management of customer data across all aspects of the Museums' activity.
- Act as the key market intelligence stakeholder across the Museum and work actively with several departments on a broad range of strategic research topics. These will range from major funding bids to local community impact evaluation and interpreting how macroeconomic factors impact the Museum.
- Provide the analysis and insights required to fuel our growth strategies and visitor experience aspirations.

Key Role Responsibilities

- To support the Head of Marketing and Communications, and the Director of Visitor and Commercial Development, in the development of the RAF Museum's marketing, data and eCommerce Strategies.
- Lead the development of the Museum's Customer & Visitor Insight Programme, deepening our understanding of the attributes and motivations of our key customer groups. This will include the ongoing monitoring of how effectively we are engaging with these customer groups and their value to the Museum from a variety of different perspectives.
- Provide effective reporting of physical and digital engagement KPIs at all levels of the Museum, helping the team to understand and optimise the implications and potential of this data.
- Lead selected project-based research activities across a broad range of Museum activities. This will include, but will not be limited to, research to support the development of business cases for new commercial initiatives, support for the development of major funding bids and their evaluation, bespoke research into customer and visitor experience development, and research into industry or customer trends.
- Take a lead role in the monitoring of market, industry and customer developments providing intelligence on emerging trends that will impact the museum's strategy.

- Regularly attend industry, customer and technology conferences and events to provide the museum with insight into new opportunities or threats.
- Act as principal data customer, using the data contained within CRM to drive our understanding of who our customers are and what motivates them.
- Support the Digital Marketing Manager in the development and implementation of a reporting infrastructure that summarises all the key digital acquisition & retention KPIs across all channels.
- Act as a lead marketing stakeholder in all aspects of marketing data compliance, ensuring that GDPR guidelines are adhered to through all communications and data warehousing activities.

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.

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">• Educated to degree level or equivalent experience.• Marketing/Market Research qualification, or equivalent experience within the industry.• Proven experience of working within a market intelligence role.• Demonstrable experience of delivering audience research projects.• Strong analytical skills.• Able to translate knowledge and analysis into simple, relevant and compelling stories that help our team to engage visitors, colleagues and/or stakeholders.• Excellent written and verbal communications skills with the ability to engage with a diverse audience.• Ability to work independently and collaboratively within a team.• Proven ability & relevant experience within the data & digital sector.• Experience of working with data & CRM technology, strategies and partners/suppliers.
Communication & Engaging People	<ul style="list-style-type: none">• Communicate in a straightforward manner, demonstrating respect and acting with integrity and impartiality.• Open and inviting of the views of others and confident in constructively challenging views and proposals.• Leads by example, acting as a role model and exemplifying appropriate behaviours and values, encouraging others 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 takes 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.• Resilience and positivity in changing and demanding circumstances, and to manage effectively in a climate of change.

	<ul style="list-style-type: none"> 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. Recognises the need to refer to others' expertise and acts accordingly. 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 the 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"> Experience in the public / cultural / heritage sector. Experience in contributing to/writing funding bid documents using research, insight and data to support the business case.

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