**Marketing and Partnerships Officer**

**Purpose of role**

* Identify opportunities for collaboration with other organisations to:
	+ Raise SHCG’s profile and increase membership
	+ Promote and deliver training and workforce development
* With the support of committee, develop and implement a marketing plan
* Work with fellow trustees to include marketing in their activities
* Develop an advertising strategy for SHCG publications (Journal and News), Seminars, Conference and recruitment of new trustees and members
* Engage with the work of SHCG and respond to requests for consultation, reading and commenting on proposals from other Trustees
* Remain abreast of changes in data protection legislation and ensure compliance in marketing activities.

**Person specification**

* A member of SHCG (individual or institutional)
* Able to attend Trustee meetings 3 times a year (attendance and travel = 1 day)
* An interest in marketing and partnership working
* Commitment and enthusiasm for the role (prior experience not essential)
* A willingness and confidence to take the role and develop it in line with the above requirements
* Able to commit to the role for 2 years
* A positive attitude to taking opportunities and realizing possibilities

**Impact**

SHCG is a registered charity, and this presents new opportunities for the Group to grow and raise its profile. As part of the work around making SHCG resilient and flexible, the board has reviewed and developed this role so that SHCG can maximize its public profile and public benefit through effective marketing and partnership working. This role is key to SHCG’s future activity and its impact on the museum sector.

**Support**

The role works in collaboration with the other trustees as well as other networks and organisations. The Marketing and Partnerships Officer can expect to receive support from the other trustees.