

10th November 2025

Welcome

On behalf of the team here at Newton Abbot Museum, I'm pleased you're considering joining us. This is an exciting time for our museum as we look to connect our community to the collections in new and inspiring ways.

We're passionate about the stories our collection holds and the impact it can have, and we're looking for a dynamic and creative Marketing Consultant to help us share that passion with a wider sometimes hard to reach audiences.

If you're someone who is enthusiastic about culture, thrives on developing innovative strategies, and enjoys seeing the tangible results of your work, then we encourage you to read on.

We believe this is a fantastic opportunity to make a real difference in a unique and inspiring environment, and we can't wait to hear from you!

Kind regards

Helen Smith

Project Coordinator

Marketing and PR Consultant



Newton Abbot Museum

Location: Onsite at Newton Abbot Museum, Newton's Place

Contract Type: Freelance Consultant Project-Based

Duration: January 2026 – December 2027 (2 years) for 1 day a week - budget <£250 per day

About Newton Abbot Museum:

Funded by the Town Council, Newton Abbot is a high quality and imaginative, free-entry museum that explores the history of the town and the local environs. From early settlement to the coming of the railway and beyond to the present day, the museum tells the stories of local lives, industries and places that have helped to shape Newton Abbot over time.

The museum opened to great acclaim in 2020 with the refurbishment of a grade II listed Victorian church funded by the NLHF, a broad range of other funding bodies and much community support. The new museum space, along with Town Council offices and community rooms, is located in the town centre. The move has resulted in visitor numbers increasing significantly from 2,000 per annum to over 15,000 in the last year with visitors enjoying the modern interpretation and interactivity the new displays offer. There is also an innovative and varied programme of creative and engaging events driven by the team's desire to collaborate with the community they serve.

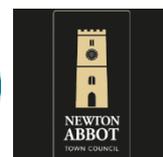
The museum is thriving, with an excellent team and the support of the local community and the Town Council who are the principal funder. This Consultancy Role will be an integral part of the strategy for the next exciting phase of development as the team at Newton Abbot Museum deliver the plans to construct and fit out a state-of-the-art collection store for the National Lottery Heritage Funded Project *What's in Store?*.

The Opportunity:

Newton Abbot Museum is seeking a dynamic and experienced Marketing Consultant to develop and implement effective marketing strategies that will increase visitor engagement, enhance the museum's profile, and support its overall objectives. This is an exciting opportunity to contribute to the success of a valued cultural institution and help connect our collections and creative community programs with a wider audience.

Key Responsibilities:

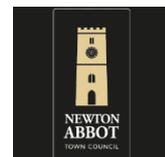
- **Strategy Development:** Collaborate with museum team to understand strategic goals and develop comprehensive marketing plans, encompassing audience development, profile raising, brand awareness, and fundraising.
- **Market Research & Analysis:** Review and improve the museum's approach to market research to identify target audiences and evaluate the effectiveness of current marketing efforts.



- **Digital Marketing:** Develop and manage digital marketing campaigns across various channels, including social media, email marketing and search engine optimisation (SEO).
- **Content Creation & Management:** Create engaging and informative marketing content, including website copy, social media posts, email newsletters, brochures, and press releases.
- **Public Relations & Media Outreach:** Develop and maintain relationships with media outlets to secure positive press coverage and raise the museum and its funders visibility within the local community.
- **Partnership & Collaboration:** Identify and cultivate relationships with external partners, such as local businesses, community organisations, and tourism bodies, to expand reach and create mutually beneficial opportunities.
- **Skills and Training** – upskill and train the museum team to develop and deliver the marketing plan beyond the end of the contract.
- **Event Marketing:** Develop and execute marketing plans for museum events, exhibitions, and programs to drive attendance and engagement.
- **Brand Management:** Ensure consistent brand messaging and visual identity across all marketing materials and platforms.
- **Budget Management:** Develop and manage marketing budgets, ensuring efficient allocation of resources and tracking return on investment (ROI).
- **Reporting & Analysis:** Track and analyse marketing campaign performance, providing regular snap shot reports and recommendations for optimisation.
- **Stay Informed:** Keep abreast of the latest marketing trends, technologies, and best practices, particularly within the cultural sector.

Qualifications & Experience:

- Proven experience as a Marketing Consultant or in a similar marketing role, ideally within the museum, arts, culture, or heritage sector.
- A strong understanding of marketing principles, strategies, and tactics, both traditional and digital.
- Demonstrable experience in developing and implementing successful marketing campaigns.
- Excellent written and verbal communication skills, with the ability to create compelling and engaging content for diverse audiences.
- Proficiency in digital marketing tools and platforms, including social media management, email marketing software, website analytics, and SEO.
- Strong analytical skills with the ability to interpret data and generate actionable insights.
- Excellent organisational and project management skills, with the ability to manage multiple projects simultaneously and meet deadlines.



- Creativity, initiative, and a passion for museums and cultural engagement.
- Bachelor's degree in Marketing, Communications, Business Administration, or a related field.

Desirable Skills:

- Experience with effectively managing stakeholders.
- Knowledge of the local area.
- Familiarity with museums and heritage settings.
- Graphic design or video editing skills.

To Apply:

Please submit your CV (limited to 3 sides of A4) and a cover letter limited to 2 sides of A4 outlining your relevant experience and why you are interested in this opportunity to Helen.Smith@newtonabbot-tc.gov.uk

Application Deadline: 5pm Wednesday 10th December 2025

Interviews will be held week commencing 15th December 2025 and the contract will begin in January 2026.

This role has been funded by:

