

History of Advertising Trust

Preserving the past | Capturing the present | Inspiring the future

Job Title	Development Executive
Location	Raveningham Norfolk (<i>driving licence and use of car essential</i>)
Contract	Full-time (permanent staff)
Salary	c. £22,000 per annum
Hours of Work	40 hours per week

JOB PURPOSE

To develop revenue streams, provide marketing support and create/manage licensing opportunities for the world's largest advertising archive.

Developing Revenue Streams

- Build on the core revenue streams of agency legacy and brand heritage and other key products and services.
- Develop fundraising initiatives and grant applications.
- Create corporate sponsorship packages and manage the Friends' Scheme.

Marketing Support

- Devise innovative storytelling campaigns directed at target markets.
- Schedule compelling releases for media coverage.
- Manage and grow the CRM database by networking and attending events.
- Develop effective communication with clients, opinion formers and stakeholders through the design and publication of flyers, newsletters and the annual review.
- Take ownership of HAT's websites, social media presence and SEO.

Managing Licensing Opportunities

- Develop licensing opportunities and manage the relationships and agreements with brand owners and merchandise suppliers.
- Manage the content and relationships with users and funders of other services that make use of the archive's assets.

TO APPLY

If you are ambitious and want to be creative in your approach, please **email your CV and a one-page letter** outlining why you should be shortlisted for interview to our Director, John Gordon-Saker, (john@hatads.org.uk) by **noon on Friday, 6 October**. Interviews will take place the following week.

www.hatads.org.uk