

Job Description and Person Specification for the position of: **Marketing and Communications Officer**

Petersfield Museum's ambitious, £4 million 'Pathways into the Past' project has created a step change in how visitors engage with Petersfield Museum, that will be enduring in the long term. The NLHF supported Project has enabled the Museum to fulfil its vision:

Situated at the foot of the South Downs within England's newest National Park, Petersfield Museum will be a focal point for the area's unique history and cultural heritage. It will be at the heart of local life and a compelling attraction for visitors from further afield. Historic buildings and contemporary architecture with welcoming social areas and stimulating learning spaces, wide ranging, engaging collections and diverse educational and events programmes will hopefully inspire visitors of all ages to investigate and explore further our region's many historic and cultural assets.

Having re-opened in June 2021, the project has transformed the Museum's buildings, exhibitions and programmes and has hugely increased the scope of what the Museum is able to offer to visitors. It has created the capacity to ensure that the Museum is successfully integrated into the visitor destination of the South Downs National Park at the same time as being strongly rooted in the local community, putting Petersfield Museum on the map for local people and visitors alike.

We are now looking for highly motivated and enthusiastic people to join our small team at a key time, as we step proudly into an exciting future.

Job Title:	Marketing and Communications Officer
Reports to:	Museum Director
Salary:	£24,000 per annum
Contract:	Full time position, fixed for a period of two years (24 months)
Hours:	37.5 hours per week, five working days per week, to include Saturday and Sunday working. Additional hours, including evenings, may be required to fulfil the requirements of the post; overtime is not usually paid, but time off in lieu is available
Holidays:	22 days per year, plus statutory Bank Holidays
Notice Period:	Two months, after a probationary period of three months. Two weeks during the probationary period
Location:	Petersfield Museum, St Peter's Road, Petersfield, Hampshire
Benefits:	Complimentary tickets to the Museum and its temporary exhibitions Discount on food and drink in the café and in the Museum shop, subject to discount policy NEST Pension Scheme

Job Purpose

To lead on the delivery of Petersfield Museum's marketing, communication and media strategies, in order to maximise museum income streams, increase media coverage and enhance the Museum's brand and reputation.

To manage the day-to-day running of the marketing communications function, its resources, campaigns and creative work, ensuring it integrates and works across the Museum operations.

Key Responsibilities

Marketing

- To develop our audiences and drive engagement levels, including with those who are difficult to reach and to communicate our aim of the Museum being a thriving regional hub for heritage and culture.
- To co-ordinate all elements of marketing activity, including the writing of engaging copy for a range of marketing methods, including brochures, direct mail, blogs, emails, e-newsletters, social media and promotions, and all communications and audience development activities.
- To manage the production and proofing of all marketing communications materials.
- To liaise with all relevant staff to ensure marketing materials are appropriately displayed within the Museum and externally through efficient and widespread distribution.
- To plan and co-ordinate the promotion of events and work with the Head of Engagement to build attendance for the events programme.
- To liaise with external promoters, artists and organisations to gain access to all relevant marketing materials and negotiate co-promotional opportunities where appropriate.
- To provide reports on performance using the Museum's DigiTickets system and a variety of reporting software packages, and to establish an evaluation framework generating audience insights to inform planning and resource allocation.
- To identify and develop plans for increased and effective data mining and further analysis, such as the monitoring of ticketing data (using DigiTickets), use of platforms such as Google Analytics and the development of visitor surveys.
- To develop a marketing plan for the development of the Museum's Friends scheme (operated through DigiTickets ticketing & CRM software) and contribute to the development of new and enhanced supporter schemes.
- To set up and manage all competitions and charity requests.
- To assist in the set-up, co-ordination and delivery of a range of community and promotional events.

Communications

- To co-ordinate the delivery of communication strategies to maximise media coverage and enhance the Museum's profile.
- To implement regional and local media plans to promote a wide range of activities and events, including the Temporary Exhibitions Programme.
- To support the Museum Director and external PR agencies with the delivery of national campaigns and the Museum's overarching press & media strategy.
- To set up and maintain a media contacts database and identify and develop press & PR opportunities to generate widespread and effective media coverage.
- To be responsible for keeping the media contacts database up to date, handling media enquiries, updating web listings and other day-to-day communication administrative duties.
- To create and distribute press releases, media packs, press bulletins and other communication assets.
- To proactively work with internal departments, including Engagement, Collections, Visitor Services, Catering, Development, and the Edward Thomas Fellowship to develop and promote stories, and when required, to offer practical advice and support on how to achieve successful media coverage.
- To monitor and report on the effectiveness of all communications and press activity on a regular basis.

Digital

- To manage the Museum's website, source and distribute relevant materials (including audio and visual) and upload content onto the website. To assist the Museum Director in the project delivery of a new website, focussing on agency liaison and content creation.
- To deliver creative and engaging content to drive engagement through a range of social media platforms and to monitor analytics to inform and develop ongoing digital communications.
- To develop and manage a creative and engaging e-communications strategy, utilising appropriate e-communication channels and software.
- To update marketing and media schedules and report on the effectiveness of campaign activity.

Other Duties

- To act as Duty Manager for the Museum.
- To work closely with the Museum's team of volunteers.
- To undertake any additional duties as may be reasonably required.

Please note this job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indicating the main areas of activity and may be amended over time as the role develops and/or priorities and requirements change.

Preferred Skills and Experience

Any of these skills/experience would be beneficial:

- Passionate about museums and what they can achieve, and engaging visitors as to how wonderful and enjoyable heritage and history can be.
- Previous relevant experience in the heritage, arts and cultural sector (paid or unpaid) would be super, (but it's not an essential requirement).
- Knowledge of the key role high quality marketing plays in the successful operation of a heritage attraction.
- Previous marketing experience with a good understanding of social media platforms and e-marketing tools.
- Strong interpersonal skills, combined with enthusiasm and energy.
- Excellent communication skills with the ability to communicate with a wide range of people.
- Ability to work to tight deadlines and to manage a busy and varied workload.
- Excellent organisational skills and meticulous attention to detail.
- Able to work on own initiative, as well as part of a small, hard-working team.
- Experience of working with volunteers.
- Strong IT skills.
- Willingness to undertake relevant and/or necessary training.

If you are interested, please apply by sending your CV with a covering email, outlining your suitability for the position and why you would like to work at Petersfield Museum to:

Dan McWilliam, Museum Director, Petersfield Museum – business@petersfieldmuseum.co.uk

Closing date: 5:00pm, Friday 15 October 2021

Interviews: Likely to be the week beginning Monday 25 October 2021 (dates to be confirmed)

Please let us know within your covering email if you require any adjustments to the interview process.

Please note: We will not bring forward the closing date for applications, nor close recruitment after reaching a particular number of applications received in advance of the closing date. However, timings of key recruitment milestones after the closing date for applications (such as interview dates and/or start dates) may be affected by any future changes to Government guidelines and restrictions relating to the coronavirus pandemic.

We aim to let all applicants know the outcome of their application as soon as possible after the closing date, however if you have not heard from us within 4 weeks of the closing date, please assume that your application has been unsuccessful on this occasion.