

Job Description and Person Specification for the position of: **Marketing and Development Manager**

Petersfield Museum is an accredited, independent museum and registered charity. Established in 1999, it has recently completed its ambitious, £4 million 'Pathways into the Past' Project, which 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.

A rare example of a restored Victorian Justice Heritage site centred around the town's original Magistrate's Courthouse and Police Station, the Museum's permanent collections include social history archives and artefacts relating to Petersfield and the surrounding area including important bronze and iron age artefacts found on Petersfield Heath, the Flora Twort Collection of art, the Don Eades Photographic Collection and the Bedales Historic Costume Collection. It also hosts the Tim Wilton-Steer Collection of works by and about the poet Edward Thomas, housed in the Museum's purpose designed Edward Thomas Study Centre.

The Flora Twort Gallery, a brand-new building created within the redevelopment is the Museum's bespoke temporary exhibition space, where we can host exciting new exhibitions that can be curated in-house and showcase exhibitions from other museums and institutions. Since re-opening, we have presented temporary exhibitions on the Petersfield-based artist Flora Twort (whose main collection belongs to the Museum), the local press photographer Don Eades (who donated archive to the Museum in 2016) and currently, an exhibition of the work of internationally renowned artist Paula Rego and her literary inspirations.

Focusing on the Museum's Learning Space in the Courthouse and the central external courtyard, we are also developing an exciting programme of events for visitors: from outdoor theatre to live concerts and film screenings, as well as museum-wide Toddler-Takeover days and large-scale events, such as our Victorian Heritage Weekend and a creative arts festival. We have also hugely increased our educational offering and lifelong engagement programmes to ensure that Petersfield Museum becomes an invaluable community based cultural hub, accessible and open to everyone.

We are now looking for someone who is highly motivated, enthusiastic and experienced in marketing and/or development to join our small team at a key time, as we step proudly into an exciting future.

The Marketing and Development Manager will deliver exciting and effective Marketing, Communications and Fundraising initiatives at Petersfield Museum. The organisation has entered an exciting phase, following its recent £4 million redevelopment and this position will play a critical role in business growth through audience development and the diversification of income generation.

Job Title:	Marketing and Development Manager
Reports to:	Museum Director
Salary:	£26,000 - £28,000 per annum, dependent on experience
Contract:	Full time position, fixed for a period of 2 years (24 months) in the first instance
Pension:	The Museum operates the NEST Workplace Pension Scheme
Hours:	37.5 hours per week, five working days per week, including some Saturdays. Additional hours, including evenings, may be required to fulfil the requirements of the post; overtime is not normally paid, but time off in lieu is offered
Holidays:	22 days per year, plus statutory Bank Holidays
Notice Period:	Three 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 for general Museum admission Complimentary tickets for Museum temporary exhibitions Discount on tickets for Museum events and workshops Discount on food and drink in the café, subject to discount policy Discount in the Museum shop, subject to discount policy

Job Purpose

To lead on the delivery of Petersfield Museum's fundraising, marketing, communication and media strategies, in order to drive forward participation and income levels, increase media coverage and enhance the Museum's brand and reputation.

To manage the day-to-day operation of the development and communications function, its resources, campaigns and creative work, ensuring it integrates across a wide range of Museum activities and outcomes.

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 plan and implement a multi-platform marketing and communications strategy.
- To lead marketing campaigns and 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.
- To meet ambitious audience targets for admissions, events and projects; and to evaluate the performance of activity against key performance indicators.
- To manage the production, proofing and delivery of all marketing communications materials and 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 closely with the Head of Engagement to build attendance for the events programme.
- 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.

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.

PR

- To co-ordinate the delivery of communications and PR campaigns 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 work alongside the Museum Director and external PR agencies with the delivery of national campaigns and the Museum's overarching press & media strategy.
- To develop 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 all Museum departments, including Engagement, Collections, Visitor Services, Catering 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 PR activity on a regular basis.

Development

- To work with the Board of Trustees and Museum Director in assessing and agreeing development and fundraising objectives.
- To develop and deliver the implementation of an ambitious Fundraising Strategy for major donors, corporate partnerships and trusts and foundations, in collaboration with the Senior Management Team and Trustees.
- To be responsible for developing relationships with Trusts and Foundations and other funding organisations, ensuring funding deadlines are met, reporting is delivered, and relationships are developed and enhanced.
- To identify new opportunities and develop corporate partnerships to deliver significant sponsorship for project and unrestricted income streams.
- To develop and deliver a sponsorship programme for temporary exhibitions and identify areas of the permanent collections that can be monetarised.
- To develop and implement an individual donor's strategy.
- To develop and deliver ambitious plans 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.

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.
- To undertake relevant and/or necessary training.

This job description outlines the principal responsibilities and duties of the post holder. It is not meant to be, nor is it, an exhaustive list of specific responsibilities and duties. The post holder is expected to undertake any other duties which could reasonably be expected as being within the remit of the position of Marketing and Development Manager and which arises out of changes to legislation, regulations, orders, rules and working practices, methods and procedures and reviews, as directed from time to time.

Skills and Experience

These skills/experiences are highly desirable for the role:

- Experience of producing marketing and communications and / or fundraising strategies for organisations, preferably in the heritage, arts and cultural sectors.
- Demonstrable experience of developing and delivering income generation strategies and creating development plans across a range of revenue streams.
- Experience of building relationships at different levels and an ability to develop and maintain relationships with key stakeholders.
- 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.

These skills/experience would also be beneficial for the role:

- Passionate about museums and what they can achieve, and engaging visitors as to how wonderful and enjoyable heritage and history can be.
- Experience of working with volunteers.
- Strong IT skills.

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, Thursday 7 July 2022

Interviews: Likely to be 14/15 July 2022 (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) are subject to confirmation.

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.

Petersfield Museum is committed to being an Equal Opportunities Employer. We are keen that our workforce profile reflects the diversity of our visitors and audiences. Therefore, all jobs at Petersfield Museum are open to everyone and we encourage applicants from all backgrounds, irrespective of sex, gender identity, race, disability, religion or belief, sexual orientation or age. We welcome candidates who think they have the required skills and can make a contribution in this key role.