

MUSEUM *of* BRANDS

Role Description – Digital Learning Officer

Job Title	Digital Learning Officer (Part Time)
Responsible to	Museum Manager
Works with	Museum Manager, Community Engagement Officer, Brand and Online Marketing Officer, Learning Volunteers
Location	Museum of Brands, London, W11 1QT - with some remote/home working
Working pattern	2-3 days per week, 6 Month Fixed Term Contract Flexible working arrangements available including term time only
Holiday	20 days, 8 days public holidays (pro-rata to 2-3 days pw)
Salary	£22,500 - £25,000 per annum FTE (pro-rata to 2-3 days pw)

1) Job Purpose

The person in this role will be responsible for delivering the *Engaging Young Learners* project at the Museum of Brands and will be leading on the marketing and delivery of the Museum's learning programme. The role focuses on relaunching our learning programme in response to the current landscape. The post-holder will be responsible for delivering our learning offer in a way that meet the interim needs of learners and educators, by making adjustments such as adapting our spaces to be covid-secure and using digital methods to facilitate learning sessions.

This role is generously funded by the Kusuma Trust.

2) Main responsibilities

Digital Learning Programme Delivery

- Manage all student group bookings from inquiry to payment
- Manage our digital learning offer
- Roll out covid-secure chargeable learning sessions on-site and learning outreach
- Deliver digital taught sessions, with the support of volunteers
- Develop new covid-secure ways to welcome in-person groups
- Evaluate our pre-covid successes to inform our revised offer
- Repackage and promote 13 existing self-guided visits for older students
- Manage downloadable resources for education and family audiences
- Take ownership of our Digital Safeguarding Policy
- Maintain accurate records and statistics for learning bookings

- Regularly report to our project funders, the Kusuma Trust, and to other main stakeholders

Marketing

- Create a targeted marketing plan to promote a year-round programme for educational visits that meets the demands of the current climate
- Deliver an effective marketing plan to achieve target of 3,400 young learners attending sessions by January 2021
- Work closely with educators to understand and address their priorities and concerns
- Manage and grow our learning newsletter as an effective tool for generating bookings
- Create and schedule social media content to promote our learning offer
- Evaluate results of all marketing activities to help focus on impactful and cost-effective channels of communication
- Ensure our website is up to date and accurate in its presentation of our learning offer
- Collect and analyse quantitative and qualitative data including quotes and images for use in marketing, funding applications and reporting
- Ensure all communications are in line with the Museum’s brand and values
- Market out-of-classroom learning experiences to families, both in-person and digitally

Other

- Retrain our learning volunteers and placement students to facilitate digital learning sessions and recruit new volunteers as demand increases
- Regularly assess the outcomes of learning activities against an evaluation plan throughout the project
- Assist with funding applications for learning projects
- Assist with other comparable duties as may be required

3) Person Specification

	Essential	Desirable
Qualifications	Educated to degree level in a relevant subject or equivalent experience	PGCE or equivalent
Knowledge	Good working knowledge of the National Curriculum	Enthusiasm for, and knowledge of, collections relating to brands, packaging, advertising or design
Skills and Experience	Outstanding digital skills with experience of using MS Office, Hootsuite, MailChimp and streaming software. A self-starter with a flexible and systematic approach to work, ability to plan, prioritise and manage your workload in a part-time role	Excellent public speaking skills and the ability to communicate across the age ranges Experience with digital classrooms Experience of creating and delivering marketing strategies

	<p>Experience of creating and delivering digital products</p> <p>Good understanding of social media and digital marketing.</p> <p>Experience in a teaching/ learning environment or an educational role within a cultural or commercial context</p> <p>Experience of working towards and achieving targets</p> <p>Confident written and verbal communicator with an excellent command of the English language</p>	<p>Experience of working with and training volunteers</p> <p>Experience working with Wordpress, InDesign, Photoshop</p> <p>Experience of SEO, Google Ad Words and Analytics.</p>
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4) Museum Responsibilities

- Demonstrate a commitment to the principles of equality of opportunity and fairness of treatment
- Respect all confidentiality, principles and practice of the Data Protection Act
- Undertake further training as deemed necessary
- Assist in maintaining the safety and security of the Museum and Museum visitors
- Comply with Fire and Health and Safety policies and legislation and to ensure the compliance and awareness of volunteers and visitors to the building.
- Will undertake full DBS check

Closing date: 10am Monday 19th of July

How to apply: Please read the job description and role criteria and email your CV and a covering letter (no more than 2 sides) telling us why this role interest you and how your skills and experience make you the right person for this role. Please send applications via email to liam@museumofbrands.com.