

# MUSEUM *of* BRANDS

## Role Description – Museum Manager

<b>Job Title</b>	Museum Manager
<b>Responsible to</b>	Museum Director
<b>Works with</b>	Head of Commercial Events, Finance Manager, Digital Marketing & Technical Officer, Digital Learning Officer, Founder, Visitor Services Assistant, Learning Project Manager, Events & Marketing Assistant, Duty Managers, Gardener, Volunteers
<b>Contract</b>	Permanent full time 40 hours per week
<b>Location</b>	Museum of Brands, London, W11 1QT with some remote working
<b>Hours</b>	8.5 hrs per day include 0.5 lunch
<b>Working pattern</b>	5 days per week including 2-4 weekend days pm (initially) and occasional evenings
<b>Holiday</b>	20 days, 8 days public holidays
<b>Salary</b>	£28-30k pa depending on experience

### Job Purpose

To manage the day-to-day operations of an ambitious young Museum, leading on communications and marketing, and heading up learning and visitor services departments. Working with the Museum Director and Head of Commercial Events on the strategic development of the Museum and managing the team to maximise visitor growth and financial stability. Responsible for facilities and operations, and jointly support HR and finance functions. Lead and coordinate the creative programme across all departments including responsibility for exhibition and public programme.

### 2) Key responsibilities

#### Team leadership

- To lead, manage and support the team, ensuring best HR practice and regular review and update of HR policies and procedures

- Recruitment, induction and development of new team members, and lead training matrix for staff (e.g. fire, H+S, first aid etc.) ensuring legal training requirements are met
- Monthly preparation of statistics and other reporting to inform management accounts and progress against KPIs and Business Action Plan, including till records and petty cash
- Lead on bi-weekly all-staff marketing meeting and team 121s, supporting role in other regular meetings including monthly finance review and bi-weekly Trello review
- Work alongside the Finance Manager and Museum Director to get a clear understanding of finance processes and oversee daily finance admin procedures
- Oversee delivery of funded projects by team-members, ensuring that projects are on track against timing, budget and evaluation
- Optimise the performance of the team and the overall effectiveness and success of the museum, maintaining a positive work environment and team spirit
- Manage team rota and support others in managing the volunteer rota, coordinating cover for holidays and illness with other team-members
- Lead the team to deliver the museum's Business Action Plan by ensuring all activity contributes to prioritised outcomes and is thoroughly tracked within Trello.

### **Marketing, advocacy and communications**

- Overall responsibility for communications and marketing strategy
- Responsible for producing press releases, including those written in-house or by external PR, oversee distribution and ensuring appropriate sign-off
- Lead on the promotion of the museum, its products and services with the aim of enhancing the profile of the museum to deliver visitor growth and financial stability
- Oversee marketing for all activities based around a strategy meeting for all team members against marketing action plan, updated bi-weekly
- Coordinate and contribute to specific audience development strategies
- Produce regular newsletters based on content from all departments and coordinate others to produce topic-specific newsletters
- Support Digital Marketing Officer on team-wide implementation of Social Media strategy, paid social and best use of Google Ads grant, including generating content
- Keep website up to date and accurate, coordinating news and updates from the team
- Responsible for the brand and visual reputation for the organisation.

### **Exhibitions, Partnerships and Collections Care**

- Lead on coordinating the museum's creative programme
- Work with the Founder and external partners on temporary exhibitions and other public programme initiatives, managing all communications and related partnerships
- Commission, brief and manage external parties to bring in expertise to deliver creative programme, working affecting within small budgets
- Lead the team in an outward-facing approach to all areas of work through relevant and productive partnerships and collaborations
- Play an active role in delivering the final half of a major collections project to build new shelving for objects in our offsite stores, est 3-4 days pm, with team-members

- Day-to-day responsibility for collections care including ensuring donations are safely received by the founder / curator, and that in-coming objects are transitioned to stores.

### **Commercial Services**

- Coordinate the Museum's commercial strategy, with relevant team members, in order to maximise the potential of the museum's activities including admissions (individuals and group visits), gift aid, shop, café and catering, venue hire, publishing, sponsorship, public programme and other income generating activities
- Joint responsibility with Museum Director for holiday cover for key team members
- Support others to develop and implement strategic plans for café and shop
- Manage the publishing arm (Scrapbook series) including printing, orders, reporting and ensuring accurate financial records
- Manage others to deliver retail operations including suppliers agreements and approval of retail strategy, advising on sourcing stock and best practice for managing stock levels, website shop and invoicing / payments
- Support development (fundraising) including input on grant applications, management of relevant grant-funded team-members and delivery of grant and sponsor commitments
- To ensure appropriate systems for evaluation and customer feedback are in place and that the team track, monitor and respond.

### **Facilities Management**

- Overall responsibility for Facilities Management, working alongside the landlord, with support from Visitor Services Assistant and Digital Marketing and Technical Officer.
- Manage contracts for external IT support, utilities, cleaning, till, phones etc
- To develop effective strategies to develop and maintain operational excellence, including adherence to health and safety and other relevant policies
- Manage yearly health and safety and fire inspections and implement recommendations
- Emergency response contact and shared responsibility for security/alarm call outs
- Responsible for aligning practicing within GDPR as appointed Data Officer
- Assist in development, coordination, management and delivery of capital work
- Ensure practices and planning are in line with the environmental sustainability policy and contribute to a team-wide effort to reduce the museum's footprint.

### **Business planning and implementation**

- With the Museum Director and Head of Commercial Events revise and update the Museum's Business Action plan annually (October) for approval by the Board
- Responsible for ensuring that month end finance and related activities are complete promptly so that management accounts can be produced
- With the Museum Director, prepare regular reports to the board including financial information and maintenance of the risk register and other risk management plans
- To ensure good trustee and board relationships and communications
- Collate departmental reports at half year, year-end, for AGM and accounts
- Shared responsibility for legal issues such as drafting contracts and agreements

- To input on the vision for the Museum

### General

- Lead Visitor Services Officer and Duty Managers in smooth running of the Museum, with due regard for health and safety requirements for staff and visitors
- To ensure that a high standard of visitor service and excellence in customer care is delivered consistently across all areas of museum activity
- To be willing to work some evenings and weekend days, and make fair and reliable plans to cover 7 days pw opening across all team-members
- To take a positive and innovative approach to problem solving
- Support the Museum’s recovery from lockdown closures by playing a key role in cost-management through organisational efficiency
- Such other comparable duties as may be required.

As duties and responsibilities change, this job description will be reviewed and amended in consultation with the post-holder.

### 3) Person Specification

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	Degree or equivalent experience	MA, Postgraduate CIM, or equivalent
<b>Knowledge</b>	<p>Confident user of Adobe Creative Suite, MS Office, Wordpress</p> <p>Experience of Digital Marketing tools such as Google Analytics, Hootsuite and MailChimp.</p> <p>Social Networks:</p> <ul style="list-style-type: none"> <li>- Facebook Pixel</li> <li>- Instagram</li> <li>- Twitter</li> <li>- YouTube</li> <li>- LinkedIn</li> </ul> <p>Level of AV Technical Knowledge</p> <p>Demonstrable knowledge in marketing campaigns as part of an integrated communications strategy</p>	<p>Experience of using online ticket platforms and e-commerce</p> <ul style="list-style-type: none"> <li>- Plesk</li> <li>- Protection Data Officer (ICO)</li> <li>- Outlook (Technical Knowledge)</li> <li>- Zoom (Technical Knowledge)</li> </ul> <p>Experience of EPOS systems</p>
<b>Skills and Experience</b>	<p>Managing others (paid or unpaid)</p> <p>Excellent knowledge of developing marketing strategies across</p>	Experience as a Corporate Brand guardian

	<p>traditional and digital media</p> <p>Creation and delivery of engaging programmes or exhibitions in a cultural or similar environment</p> <p>Experience in working and succeeding with multiple projects at the same time</p> <p>Experience setting and managing budgets</p> <p>Excellent communication skills</p> <p>High level of attention to detail with focus on grammar and spelling</p> <p>Fast learner, able to pick up new skills with ease</p>	<p>Experience as a copywriter or content-writer</p> <p>Experience in paid social marketing campaigns</p> <p>Experience of own managing area, demonstrating outstanding results, with minimal supervision</p> <p>Experience creating creative digital content</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 security of the Museum and Museum visitors
- Comply with Fire and Health and Safety policies and legislation and ensure the compliance and awareness of volunteers and visitors to the building
- Will undertake full DBS check.

#### 5) How to apply

Please send your CV and a covering letter outlining your suitability and highlighting how your experience fits our role description to: [anna@museumofbrands.com](mailto:anna@museumofbrands.com)

If you would like to discuss the role prior to applying please email [anna@museumofbrands.com](mailto:anna@museumofbrands.com)

Closing date: 9am 16/11/2021