

MUSEUM *of* BRANDS

Role Description – Community Development Assistant

Job Title	Community Development Assistant
Responsible to	Community Development Project Manager
Works with	Community Development Project Manager, Museum Manager, Learning Officer, Project Volunteers
Contract	2-year 10-month contract
Location	Museum of Brands, London, W11 1QT
Hours	34 hours per week including 0.5 hours break per day
Working pattern	4 days per week, 1 weekend day per month. We will consider applications to work on a part-time, flexible and job-share basis wherever possible.
Holiday	16 days leave plus 6.5 days public holidays
Salary	£21,000 per annum (pro-rata)

1) Job Purpose

Our relocation to a fantastic larger site in 2015 and renewed funding in 2020 has given us capacity to start expanding our wellbeing projects and initiatives, creating roles that will suit ambitious individuals who want to join a growing young organisation. This role has been created to deliver a new wellbeing project to help people living with dementia (including early onset) and their carers and families, as well a wider 65+ audience across London to access and engage with the Museum of Brands. The project will explore Brands as a tool in dementia therapy following a successful 2-year program first established in 2017. New funding has secured the wellbeing department as a permanent fixture in an expanding independent Museum. This position is best suited to a proactive candidate who is looking to gain a broad range of experience to build their career in the cultural sector.

2) Main responsibilities

People

- Lead on recruiting, training, and managing a project volunteer programme for young Londoners
- Build active partnerships with national, London-wide and local dementia service providers, and similar organisations who support older people
- Develop creative resources based on informal e-panel feedback from test sessions, create online activity content to be published online

- Build a sense of local ownership and be a vibrant local museum for our new area, forming documented partnerships with relevant local organisations

Marketing

- Work with colleagues to ensure project marketing fits within the Museum's wider marketing strategy
- Ensure marketing materials are in line with Museum visual brand and tone of voice
- Create and maximise PR opportunities for the project
- Use a wide range of marketing methods as appropriate to connect with the various target audiences within the project
- Lead on online presence, SM, direct marketing and print to widely publicise all aspects of the project
- Aim to engage all audiences with multiple learning encounters
- Maximise 'word of mouth' marketing across all project activities
- Develop partnerships with relevant organisation to promote project's activities

Community Activities

- Assist in devising and delivering training for professionals working with target audiences to deliver their own outreach sessions across London, and develop resources for national outreach and training in partnership with relevant organizations with an emphasis on benefits to participants' organisation
- Help plan and commission a project website and two intergenerational apps, including devising and drafting writing content and guiding design, images and functionality
- With the Community Development Project Manager and learning team, devise and deliver the content of memory sessions including production of 100 resource boxes and letterbox reminiscence packs, also to be used in outreach sessions
- Assist in the delivery of carers talks and professional development talks around prevention
- With the Community Development Project Manager and learning team, produce downloadable carer activities
- With the learning team, assist in producing and promoting a Dementia Studies HE resources videos and activities
- Assist in developing and producing themed memory trails for visitors with all abilities, particularly those living with dementia, their families, and carers
- Through marketing, help to maximise up-take of all project activities through effective marketing and promotion, supporting by the Project Volunteers
- Use Wellbeing Measures Toolkit to quantify positive impact on participants
- Assist the Community Development Project Manager to explore the potential of brands as a dementia therapy tool with an academic partner and widely share findings.

Project Delivery

- Assist the Community Development Project Manager to deliver the 3-year project 'Living Brands' launched 01 November 2021, using the project plan to guide aims, activities and targets, including 63,355 (22,740 people living with dementia) beneficiaries across the project duration
- Assist with all aspects of project delivery including planning, budget, reporting, marketing, evaluation
- Work with project funders to ensure all grant requirements are met
- Work in line with existing strategic documents such as the marketing plan, monitoring framework, project environmental sustainability plan, risk register and budget
- With the Community Development Project Manager, monitor and evaluate the success of all aspects of the project with a particular focus on its effectiveness in reducing social isolation and improving wellbeing
- Help prepare monthly top-line progress reports for the Museum Manager and Museum Director, and reports to funders and trustees as per agreed requirements (usually bi-annual).

Other

- Help the Community Development Project Manager to develop a plan to sustain the new Wellbeing department into the future, including a post-project budget and activity plan and forward funding strategy
- Along with colleagues, train to be a Duty Manager, running the day-to-day activities of the Museum 1 day per week in addition to core role, including opening and closing the building.
- Support Visitor Services Officer and Duty Managers in smooth running of the Museum, with due regard for health and safety requirements for staff and visitors, including safe-guarding of children, young people and vulnerable adults
- 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

	Essential	Desirable
Qualifications	Degree or equivalent	PGCE, MA, Postgraduate CIM, or equivalent
Knowledge	Office including Excel Highly numerate and literate Demonstrable knowledge in marketing campaigns	Knowledge of well-being agendas within cultural or commercial sector Enthusiasm for, and knowledge of, collections relating to brands, packaging, advertising or design
Skills and Experience	Excellent verbal communication skills and the ability to communicate across age ranges Good understanding of digital opportunities including social media, apps, websites 1+ yrs experience within a cultural organisation or similar Direct experience of working with audiences or in a customer services environment Paid or unpaid experience of working with communities	Delivery of formal learning Teaching in a museum or similar environment Experience or interest within the field of Wellbeing PowerPoint, Photoshop, design packages Planning and commissioning website and apps Project management experience Development and delivery of a marketing strategy Managing others (paid or unpaid) Experience of working with older audiences

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

Closing date: 10am 04 January 2022

If you have any questions about this role please contact anna@museumofbrands.com or call Anna on 020 7243 9612 (Monday to Wednesday)