

# MUSEUM *of* BRANDS

## Community Development Officer

<b>Job Title</b>	<b>Community Development Officer</b>
<b>Responsible to</b>	Museum Manager
<b>Works with</b>	Museum Director, Community Development Assistant, Accounts, Learning Officer, Public Programming Officer, Head of Commercial Events, Project Volunteers
<b>Contract</b>	Fixed term contract to 30 November 2024
<b>Location</b>	Hybrid, Museum of Brands, London, W11 1QT, at home and offsite delivering sessions. Flexible, including approx. 1 weekend day per 6 weeks
<b>Working pattern</b>	Full time, 40 hours per week excluding 30-minute lunch break.
<b>Holiday</b>	20 days plus 8 public holidays
<b>Salary</b>	£26,000 - £28,000 pa

### 1) Job Purpose

This role will continue the ambitious second phase of our wellbeing project, helping people living with dementia (including early onset), their carers, families, and the wider 55+ audience across London, to access and engage with the Museum of Brands. This 3-year project is starting its second year and explores brands as a tool in dementia therapy and continues the work of a thriving department in an expanding independent Museum. This position is best suited for a candidate with demonstrable knowledge in marketing and communications, a past record of delivering successful community projects, interest or experience within the Arts and Health field, and Project Management experience.

### 2) Main responsibilities

#### Project Management

- Deliver years 2-3 of the 3-year project, 'Living Brands', using an existing project plan and grant applications to guide aims, activities and targets, including 40,000 beneficiaries across the project duration
- Responsible for all aspects of project delivery, including planning, budget, reporting, marketing and evaluation
- Work with project funders to ensure all grant requirements are met

- Work in line with existing strategic documents, including project plan, marketing plan, monitoring framework, project environmental sustainability plan, risk register and budget
- 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
- Work with the Learning Team to ensure the funded project helps deliver against the overall learning strategy and to coordinate marketing activities
- With the Learning Officer and Public Programming Officer, develop new ways to engage audiences remotely
- Prepare monthly top-line progress reports for the Museum Director and Museum Manager, and reports to funders and trustees as per agreed requirements

### **People**

- Line manage the Community Development Assistant
- Build active partnerships with national, London-wide and local dementia service providers, and similar organisations who support older people
- Gather input from Museum audiences at the planning and evaluation stages for community led projects
- Oversee the Community Development Assistant to maintain a project volunteer programme
- Build a sense of local ownership and be a vibrant local museum for our area, forming documented partnerships with relevant local organisations

### **Activities & Marketing**

- Use a wide range of marketing methods as appropriate to connect with target audiences
- Devise and deliver training for professionals working with target audiences to deliver their own outreach sessions across the UK, with an emphasis on benefits to the participants' organisation
- Plan and commission a project website and two intergenerational apps, including devising, drafting, writing content and guiding design, images and functionality
- With the Community Development Assistant and Learning Team, devise and deliver memory sessions, including production of resource boxes
- Plan, deliver and market carers talks and professional development talks
- With the Community Development Assistant and Learning Team, produce downloadable carer activities
- With the Learning Team, produce a Dementia Studies Higher Education resource
- Continue the pilot and roll-out of 121 resources, including postal Brand Boxes for at-home audiences and hospitals
- Responsible for the up-take of all project activities through effective marketing and promotion, supported by the Community Development Assistant and Project Volunteers
- Use a Wellbeing Measures Toolkit to quantify positive impact on participants
- With academic partners, explore the potential of brands as a dementia therapy tool
- Continue to build the reputation of the Museum of Brands as a thought leader in this field of work.

### **Other**

- Develop a plan to sustain the new Wellbeing Department into the future, including a post-project budget and activity plan
- Support Museum Manager and Duty Managers in smooth running of the Museum, with due regard for health and safety requirements for staff and visitors, including safeguarding of children, young people and vulnerable adults
- To attend all Museum Trello meetings, Marketing meetings and relevant workstreams
- To input in bi-annual reports and to fill in department KPIs

- Alongside all colleagues, train as a Duty Manager and occasionally run the museum on a day-to-day basis, including 1 weekend or public holiday day per 8 weeks (approx.)
- 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	PGCE, MA, Postgraduate CIM, Project Management qualification or equivalent
<b>Knowledge</b>	MS Office including Excel  Highly numerate and literate  Demonstrable knowledge in marketing campaigns as part of an integrated communications strategy	Knowledge of well-being agendas within cultural or commercial sector  Enthusiasm for, and knowledge of, collections relating to brands, packaging, advertising or design
<b>Skills and Experience</b>	Proven project management experience  Development and delivery of a marketing strategy  3+ years' experience of delivering community-based projects  Experience of working with older audiences including people living with dementia  Sound understanding of older people's services  Managing others (paid or unpaid)  Excellent verbal communication skills and the ability to communicate across age ranges  Good working knowledge of digital opportunities including social media, Google Ads and Analytics, apps, websites  Budget management and reporting	Delivery of formal learning  Teaching in a museum or similar environment  Experience of delivering Wellbeing initiatives  Delivering grant-funded projects  Knowledge of PowerPoint, Photoshop, design packages  Planning and commissioning website and apps

#### 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 to ensure the compliance and awareness of volunteers and visitors to the building
- Input and develop the Museum's Environmental Sustainability Policy
- Will undertake full DBS check

#### 5) How to apply

Please send your CV and a covering letter demonstrating how you meet the person specification to [rebecca@museumofbrands.com](mailto:rebecca@museumofbrands.com). If you have any questions or would like to discuss the role further, please get in touch.

Closing date: 9am on Monday 5 December 2022