

MUSEUM *of* BRANDS

Community Engagement Project Manager

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

1) Job Purpose

This role will continue the ambitious second phase of our wellbeing project, Living Brands, engaging people living with dementia (including early onset), their carers, families, and a wider 55+ audience with the Museum of Brands. This 3-year project is starting its exciting second year and explores brands as a tool in dementia therapy, within the framework of an expanding independent Museum.

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
- Work in line with existing strategic documents, including project plan, marketing plan, monitoring framework, project environmental sustainability plan, risk assessment and budget
- Responsible for all aspects of project delivery, including planning, budget, reporting, marketing and evaluation
- Set and monitor project schedules, ensuring key deadlines are met by all parties

- Work with project funders to ensure all grant requirements are met
- Ensure effective communication across all aspects of project, including chairing project meetings and ensuring all subsequent actions are complete.
- Prepare monthly progress reports for the Museum Director and Museum Manager, and regular reports to funders and trustees
- 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

Budget

- Manage and maintain 4 distinct project budgets from funders, ensuring projects are delivered within the specified budget through efficient forecasting and administration.
- Track deliverables and spending accurately, in line with specific requirements from each funder
- Regularly report on budget activity to the Museum Manager, Finance Department and Director and funders as required
- Demonstrate financial awareness and strive to contribute to the museum's financial success by maximising income, making savings where possible and delivering projects on budget

People

- Line manage the Community Development Assistant and support them to maintain a project volunteer programme
- Build active partnerships with dementia service providers, and similar organisations who support older people
- Gather input from diverse Museum audiences, empowering community led projects
- Be a vibrant local museum for our area, forming partnerships with relevant local organisations and community members

Outreach & Marketing

- Responsible for community engagement with all project activities through effective marketing and promotion, supported by the Community Development Assistant and Project Volunteers
- Use a wide range of marketing methods to connect with target audiences
- Devise and deliver training for professionals, teaching them to deliver their own outreach sessions, emphasising benefits to the participants' organisation and providing long term support
- Devise and deliver reminiscence sessions and production of Memory Boxes
- Plan and commission a project website and two intergenerational apps, including devising, drafting, writing content and guiding design, images and functionality
- 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 roll-out of 121 resources, including letter box Brand Boxes for digitally excluded audiences and hospitals
- 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.

- Develop a plan to sustain the Wellbeing Department into the future, including a post-project budget and activity plan

Other

- Support the 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 complete department KPIs
- Alongside all colleagues, train as a Duty Manager and run the museum approximately once a week, 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

	Essential	Desirable
Qualifications	Degree or equivalent experience	Postgraduate education, Project Management qualification or equivalent experience
Skills and Experience	Proven project management experience Experience delivering grant-funded projects Experience of budget management and reporting Experience working in the community with older audiences including people living with dementia Experience managing others (paid or unpaid) Ability to communicate across age ranges Delivery of formal learning or equivalent experience presenting to an audience Experience using digital tools including social media, Google Ads and Analytics, apps, websites, Zoom MS Office including Excel	Knowledge of PowerPoint, Photoshop, design packages Planning and commissioning website and apps

Knowledge	Demonstrable knowledge of leading marketing campaigns Sound understanding of older people's services in the UK	Enthusiasm for, or knowledge of, collections relating to brands, packaging, advertising or design Demonstratable knowledge of wellbeing programmes within cultural or commercial sector
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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 GDPR UK.
- Undertake further training as required
- 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. If you have any questions or would like to discuss the role further, please get in touch.

Please let us know if you need any assistance or additional resources to aid in your application.

Closing date: 9am on Monday 23 January 2023

6) What we offer

We are committed to building a workforce that is open for all, and welcome you to apply, even if your experience doesn't fit perfectly. With your transferable skills, you could be the right candidate for this, or other opportunities that we have.

We know work/life balance and wellbeing is crucial to our colleagues. We offer flexible, hybrid working, full sick pay, maternity, paternity and adoption leave and professional development and wellbeing resources.

We are working to understand our organisation better and to foster a culture that recognises and values different backgrounds, mindsets, skills, experience, knowledge, and expertise. By having greater diversity, we believe that we will be a stronger and better organisation. We therefore welcome applications from those who bring difference, and we particularly encourage applications from disabled people and people from black, Asian and minority ethnic backgrounds, as these groups are currently under-represented in the cultural sector.

