

MUSEUM *of* BRANDS

Role Description – Learning Officer

Job Title	Learning Officer
Responsible to	Museum Manager
Works with	Museum Director, Head of Commercial Events, Public Programming Officer, Community Development Project Manager, Community Development Assistant, Curator, Venue Marketing Assistant, Volunteers
Contract	Permanent
Location	Hybrid working (50/50 split weekly between home and Museum), Museum of Brands, London, W11 1QT
Hours	8.5 hrs per day including 30 min lunch
Working pattern	5 days per week Monday to Friday (flexible working welcomed), includes approximately 1 weekend day per 4-6 weeks
Holiday	20 days, 8 days public holidays
Salary	£25,000 per annum

1) Job Purpose

Marketing and delivery of a wide-ranging learning programme that is financially viable and sustainable, including working with learning partners and funders.

2) Main responsibilities

Delivery

- Coordinate delivery of taught sessions on a broad range of topics relevant to our collection, focusing on our USP of business and marketing
- Expand and promote our ‘self-guided’ offer for all age groups, including reviews and updates of existing materials
- Support the Public Programming Officer in the delivery of the Professional Development Programme
- Lead on our year-round family offer and ensure these audiences are covered within the wider public programme
- Coordinate Learning Volunteers in delivering sessions
- Lead or Assist in the planning and delivery of seasonal activities

- Deliver introductory talks to HE and professional groups
- Test and evaluate our new professional workshop trial, with a view to expanding
- Manage all student group bookings from inquiry to payment
- Deliver digital taught sessions, with the support of volunteers
- Take ownership of the Museum's Safeguarding Policy
- Maintain accurate records and statistics for learning bookings
- Regularly report to learning project funders and to other main stakeholders

Marketing

- Lead to and deliver a targeted marketing plan to promote a year-round programme from early years, schools, higher and further education, up to professional development
- 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
- Manage and grow our learning newsletter as an effective tool for generating bookings
- Significantly increase the number of contacts on the learning database and ensure GDPR compliance
- Create a targeted marketing plan to promote a year-round programme for schools and universities
- Ensure all communications are in line with the Museum's brand and values

Other

- Recruit, train and manage a team of learning volunteers and interns, offering a real-job experience in a professional environment
- Evaluate learning outcomes of all activities against an evaluation plan and implement changes where appropriate
- Ensure all products are reflective of diversity of local audiences
- Assist with funding applications for learning projects
- Support the work of other Museum team-members, such as Events, Visitor Services, Collections, Exhibitions, Marketing and PR
- Support the delivery of grant-funded projects where applicable to the learning department, including ensuring targets are met and materials for reports are collated
- Approximate once a week, including one weekend day every 4-6 weeks, lead in the day to day running of the museum as Duty Manager including keyholding responsibility and management of front of house volunteer team (role shared across all team-members)
- Such 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 knowledge of the National Curriculum	Enthusiasm for, and knowledge of, collections relating to brands, packaging, advertising or design
Skills and Experience	<p>Experience in a teaching/ learning environment or an educational role within a cultural or commercial context</p> <p>digital skills with experience of using MS Office, Hootsuite, MailChimp and streaming software</p> <p>Good understanding of social media and digital marketing</p> <p>Experience of marketing and achieving sales</p> <p>Confident written and verbal communicator with an excellent command of the English language</p> <p>A flexible and systematic approach to work, ability to plan, prioritise and manage your work</p> <p>A willingness to learn and grow in your role</p> <p>Experience in Microsoft Word, Excel and Outlook essential</p>	<p>Excellent public speaking skills and the ability to communicate across the age ranges</p> <p>Experience of working with volunteers</p> <p>Experience working with Wordpress, InDesign, Canva</p> <p>Experience of SEO, Google Ad Words and Analytics.</p> <p>A good visual sensibility and judgment and ability to create promotional displays that are attractive and professional.</p> <p>Experience as Duty Manager including keyholder responsibility.</p>

4) Museum Responsibilities

- Demonstrate a commitment to the principles of equal opportunities, inclusivity and fair treatment for all
- 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
- Follow the Museum's Environmental Sustainability Policy
- Will undertake full DBS check

5) How to apply

Closing date: Tues 18th April at 10am

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 anna@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.

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.