

MUSEUM *of* BRANDS

Role Description: Visitor Experience and Marketing Officer

Job Title	Visitor Experience and Marketing Officer
Responsible to	Museum Manager
Works with	All team members, volunteers, trustees
Contract	Permanent, full time, 80% also available
Location	Hybrid, Museum of Brands, London, W11 1QT, at home, approx. 3 days on site/2 at home per week. Flexible, including approx. 1 weekend day per 4-6 weeks.
Working pattern	Full time, 40 hours per week excluding 30-minute lunch break. Working 09.30-18:30 on site on Duty Managing days (approx. twice per week Monday-Sunday)
Holiday	20 days plus 8 public holidays (pro rata for part time)
Salary	£27,352 (pro rata for part time)

1) Job Purpose

We are looking for an enthusiastic Visitor Experience & Marketing Officer who will act as Duty Manager twice a week, market the museum's activities across our social media and support our Front of House volunteers to maintain the highest standards. This role will be split between:

- Visitor Experience
- Marketing
- Volunteer and Placement Coordination

2) Main Duties

Visitor Experience

- Act as Duty Manager in the museum approximately twice a week (9:30 – 18:30).
- Deliver an excellent visitor experience and support FOH volunteers to do the same.
- Open and close the site, including the setting of alarms and turning on all exhibition elements.
- Ensure full health & safety and other procedures are adhered to during opening hours.
- Ensure the Museum is always well presented and kept in good condition.
- Managing tickets, sales and bookings including any groups or events on the day and in advance.
- Actively promote all commercial activities including gift aid, email newsletters, retail and scrapbook sales and encouraging positive reviews.
- Respond to customer enquiries or complaints, reporting any serious or ongoing problems to the Museum Manager.
- With the Learning Officer, create, deliver, and market seasonal family activities.
- Cashing up including processing petty cash and sending the End of Day report.
- Report and evaluate against targets and use that learning to guide future plans.

Marketing

- Develop and deliver our social media strategy, supporting each department to develop their own social media marketing in a coordinated manner.
- Work with the Head of Commercial Events to lead the marketing for our professional development talks programme and deliver revenue against targets.
- Lead delivery of marketing relating to exhibitions and programme, delegating actions to the team, working across a range of traditional and digital channels, to reach a diverse range of audiences.
- Report monthly and annually against marketing KPIs and budget, including using Google Analytics
- Support the team to develop and maximise their paid social marketing, Google Ads and SEO
- Develop new marketing streams and build relationships.
- Ensure all marketing design and images are in line with our Brand ID
- Produce monthly email newsletter and coordinate newsletter swaps with other organizations.
- Maintain our in-house press list and input into PR.
- Continually evaluate the effectiveness of marketing activities.

Volunteer Coordination

- Recruit, train, and support volunteers & placement students for front of house and marketing.
- Develop a volunteer team, including organising twice yearly volunteer social events at the Museum.
- Maintain and update volunteer policies.
- Develop links with universities and overseas organisations to build new placement schemes.
- Allocate and oversee volunteer tasks with a focus on delivery of marketing duties.
- Continuous evaluation of the placement program to ensure both sides are benefiting.

3) Museum responsibilities

- 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
- Such other comparable duties as may be required.

4) Person Specification

Experience	At least 1 year experience as paid staff in a busy customer facing role including taking customer payments
	Demonstratable experience supporting volunteers either paid or voluntary
	Demonstratable experience creating excellent content for social media
	Experience using digital tools in particular Google Ads, Google Analytics, WordPress, MS Office.
Skills	Excellent verbal and written communication skills
	Ability to communicate across the age ranges and professional backgrounds
	Ability to prioritize workload and work independently
	Excellent time management skills
	High level of accuracy and attention to detail
Desirable	Experience in a customer facing supervisory role
	Experience opening/closing a building, setting a security alarm
	Experience cashing up
	Experience working towards targets and tracking a budget
	Working knowledge of health and safety procedures in a customer facing role

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 Monday 26 February

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, 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.