

MUSEUM *of* BRANDS

Role Description – Learning Officer

Job Title	Learning Officer
Responsible to	Museum Manager
Works with	All team members, volunteers, trustees
Contract	Temporary 12-month contract, full time, 80% also available (temp to perm)
Location	Hybrid, Museum of Brands, London, W11 1QT, at home, approx. 3 days on site/2 at home per week, subject to change.
Working pattern	Full time, 40 hours per week excluding 30-minute lunch break. Working 09.30-18:30 on site at least once a week and 1 weekend day per 4-6 weeks.
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 Learning Officer who can market and deliver of a wide-range learning programmes to children, students and adults, that is financially viable and sustainable, including working with learning partners and funders. Initially a 12-month role, we are confident of securing funding to make this a permanent position. This role will be split between:

- Marketing
- Bookings and admin
- Delivery of sessions

2) Main responsibilities

Marketing

- Lead and deliver a targeted marketing plan to promote a year-round learning programme to schools, higher and further education, and professionals.
- Create and schedule digital and social media content to promote our learning offer.
- Manage and grow our learning newsletter and direct mailing databases as an effective tool for generating bookings.

- Significantly increase the number of contacts on the learning database and ensure GDPR compliance.
- 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.
- Promote our Pupil Premium and local discounts to grow these audience and make our learning department more accessible.
- Market our learning offer to overseas groups and students, recovering this market back to pre-pandemic levels.
- Collect and analyse quantitative and qualitative data including quotes and images for use in marketing, funding applications and reporting.
- Develop new marketing streams and build relationships.
- Ensure all communications are in line with the Museum's brand ID and values.

Delivery

- Coordinate delivery of taught sessions on a broad range of topics relevant to our collection, focusing on our USP of business and marketing.
- Recruit, train and manage a team of learning volunteers and interns to deliver sessions, offering a real-job experience in a professional environment.
- Lead and support the team to create, deliver, and market seasonal family activities.
- Expand and promote our 'self-guided' offer for all age groups, including reviews and updates of existing materials.
- Market and deliver introductory talks to groups, increasing the take up of this resource in your first year.
- Test and evaluate our new professional workshop trial, with a view to expanding.
- Market and deliver digital taught sessions, with the support of volunteers.

Bookings and Admin

- Manage all student group bookings from enquiry to payment.
- Maintain accurate records and statistics for learning bookings.
- Report monthly and annually against marketing KPIs and budget.
- Regularly report to learning project funders and to other main stakeholders.
- Assist with funding applications for learning projects.
- Take ownership of the Museum's Safeguarding Policy.
- Evaluate learning outcomes of all activities against strategy and implement changes where appropriate.
- Ensure all products are inclusive and reflect the diversity of local audiences.

3) Museum responsibilities

- Duty Manage the museum approximately once a week, including one weekend day every 4-6 weeks, lead in the day to day running of the museum including keyholding responsibility and management of front of house volunteer team (role shared across all team-members)

- 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.

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 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>Excellent public speaking skills and the ability to communicate across the age ranges.</p> <p>Experience promoting a product using digital marketing.</p> <p>Experience using digital tools in particular Canva, Hootsuite, Zoom.</p> <p>Highly competent with Microsoft Word, Excel and Outlook.</p> <p>Demonstrable experience working with volunteers</p> <p>Experience working to targets and key performance indicators</p> <p>Confident written and verbal communicator with an excellent command of the English language</p> <p>Ability to prioritize workload and work independently</p>	<p>Experience of SEO, Google Ads and Google Analytics.</p> <p>Experience with Safeguarding procedures</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 if appropriate.

5) How to apply

Closing date 10am Tuesday 02/04/2024

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 interests 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.