



THE MUSEUM OF BRANDS, PACKAGING AND ADVERTISING

Role Description: Marketing Assistant / Front of House Coordinator

Job title: Marketing Assistant and Front of House Coordinator

Location: Museum of Brands, Packaging and Advertising, Notting Hill, West London

Salary: £19k pro-rata (£7,600)

Reports to: Executive Director

Works with: All team members

Hours: 2 days per week, Tuesdays and Sundays.

Holiday: 20 days plus 8 days public holiday pro-rata

1) Job Purpose

To oversee daily running of museum as Front of House Coordinator and to provide marketing support for campaigns for the events, education and visitor services departments, manage PR administration as Marketing Assistant

2) Main Duties

Marketing and PR

- Support delivery of marketing campaigns for the Exhibitions, Education, Events and Visitor services and input on development of marketing strategies
- Support the production of newsletters and press releases
- Evaluate marketing initiatives, including monitoring the effectiveness of promotions
- Show sound judgment and commitment to managing the Museum's reputation
- Work with team to deliver PR administration, including press contact database and cuttings
- Deliver our TripAdvisor strategy, maintaining rating by maximizing reviews
- Proactive engagement in Word of Mouth marketing
- Coordinate the Museum's Social Media content on Hootsuite

Front of House Coordinator

- Supervise the Museum and FOH volunteer team
- Oversee the delivery of Visitor Services, recruit, train and manager front of house volunteers
- Ensure high standards of customer care and visitor experience

- Ensure full health & safety procedures are adhered to during opening hours
- Allocate and oversee volunteer tasks with a focus on delivery of marketing duties
- Be flexible in approach and willing to work outside of role remit
- Monthly basic finance activities including collating receipts, overseeing gift aid report, Leisure Pass, NT reports and group visit data
- Support the work of other Museum team-members and a broad range of museum activities
- Such other comparable duties as may be required

3) 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

4) Person specification

- Recent graduate and / or work experience in marketing department or the arts / cultural / public sectors
- Educated to degree level in a relevant subject
- Exceptional standard of written and spoken English, i.e. writing accurate and engaging copy
- Marketing or communications qualification (desirable)
- Good knowledge of MS Word, Excel, Outlook and Internet
- Ability to prioritize workloads and good time management skills
- Previous experience of supervising a team of volunteers in a busy environment
- Enthusiasm for and knowledge of collections relating to brands, packaging, advertising or design (desirable)
- Coordination experience in any type of public space (attraction, shop, bar, café)
- Understanding of basic budgets and costings and sound mathematical skills
- Cash handling experience ensuring accuracy of data
- Target focused and ability to work towards deadlines
- High level of attention to detail
- Enthusiasm for our Museum and our activities
- Good sense of humour

How to apply

Please send your CV and a covering letter outlining your suitability and highlighting how your experience fits our role description to: karin@museumofbrands.com

If you require further information please call Karin on 020 7243 9611

Closing date: 25th September 2017

We are looking to recruit as soon as we find the right candidate so apply today.

