



THE MUSEUM OF BRANDS, PACKAGING AND ADVERTISING

Role Description – Learning Manager

Job Title	Learning Manager
Responsible to	Executive Director
Works with	Director of Development, Museum Director, Head of Commercial Events, Learning Marketing Assistant, Visitor Services Coordinator, Visitor Services & Marketing Assistant, Finance Director, Learning Volunteers
Location	Museum of Brands, Packaging and Advertising, London, W11 1QT
Working pattern	5 days per week
Holiday	20 days, 8 days public holidays
Salary	£24,000 per annum

1) Job Purpose

The Museum of Brands explore how brands shape our world. Our learning programme aims to deliver an excellent year-round, financially sustainable offer for students from Early Years to Post Graduate, professionals from early career to CEO level, as well as families. We set out to be future focused and for our activities to provoke thought and inspiring ideas. This is a business and strategy role with a focus on growing our network of users by marketing our current learning offer and building strong partnerships. The post holder will understand and expand the commercial potential of the Museum's learning products and be confident, delivering and communicating educational activities for a wide range of learners to ensure excellent experiences and growing audiences. As an independent Museum and registered Charity, the learning department's activity helps to support keeping the collection publicly available and conserved.

2) Main responsibilities

Business Strategy & Marketing

- A key team member responsible for delivering the Museum's Business Plan and 3-year vision
- Managing the over all learning offer to ensure it thrives and grows
- Keeping to budget and targets

- Responsible for ensuring that the learning programme is commercially thriving by effectively marketing a range of learning products for audiences ranging from early years to lifelong learners and professional development programme
- Implement communication campaigns and plan to promote a year-round programme, evaluating results of all marketing activities to help focus on impactful and low-cost channels of communication
- Write and create engaging e-news communications to achieve the desired results
- Develop partnerships with Universities, businesses and other organisations to help the Museum thrive as a learning hub for all our learners and grow the awareness of the Museum as a learning resource
- Creating strategies, methods and procedures to significantly increase the number of contacts on the learning database and ensure clean data which is GPDR compliant
- Responsible content and accuracy of the website learning pages to promote our learning offer
- Produce exciting content for our Social Media platform to increase bookings
- Collect and analyse quantitative and qualitative data including photographs, quotes and images for use in marketing, funding applications and reporting

Programme Delivery

- Coordinate the delivery of taught sessions, with the support of volunteers, for school, college and university groups, ensuring high quality, relevant experiences which fulfil group bookers' needs
- Training volunteers to help them grow and develop
- Strategically develop student resources in response to temporary exhibitions to grow visitor numbers and awareness of the Museum (such as student competitions, trails and worksheets).
- Coordinate seasonal activities to grow and engage family audiences
- Coordinate delivery of introductory talks to groups
- Develop and deliver the Professional Development Programme of masterclasses, expert talks and breakfast sessions
- Further develop the learning programme's growth against targets and funding requirements
- Line Manage the Learning Marketing Assistant to deliver a funded project

Other

- Recruit, train and coordinate a team of Learning Volunteers in supporting and delivering sessions, alongside communications and research tasks
- 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
- Monitor and report on audience engagement, income and outcomes from learning and marketing activity

- Support the work of other Museum team-members, such as Events, Visitor Services, marketing and PR Such other comparable duties as may be required

3) Person Specification

	Essential	Desirable
Qualifications	Educated to degree level in a relevant subject	PGCE, Postgraduate CIM, CAM or equivalent
Knowledge	<p>Good working knowledge of the National Curriculum and relevant University programmes</p> <p>Demonstrable knowledge in marketing campaigns as part of an integrated communications strategy</p>	<p>Enthusiasm for, and knowledge of, collections relating to brands, packaging, advertising or design</p> <p>Knowledge of how people learn and understanding of science communication, informal learning research and practice</p>
Skills and Experience	<p>Experience of marketing education or learning experiences in a cultural or commercial environment</p> <p>Enthusiasm for marketing and communications and an ability to communicate ideas in an inspiring manner</p> <p>Strong organisational and management skills</p> <p>Excellent attention to detail and proof reading</p> <p>Confident and enthusiastic communicator with the ability to work with large groups and individuals</p> <p>Resource, project, time and budget management skills.</p> <p>Strong people skills</p>	<p>Excellent verbal communication skills and the ability to communicate across the age ranges and professional backgrounds</p> <p>Experience of working with volunteers</p> <p>A flexible approach to work, ability to prioritise and manage high turnover of projects and reactive requirements</p> <p>The desire to work as part of a busy dynamic team and working collaboratively across different departments of an organisation on multiple projects</p>

	Computer literacy, preferably with knowledge of MS Word, Excel, PowerPoint and Photoshop.	
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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 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.
- Will undertake full DBS check

How to apply

Please send your CV and covering letter to karin@museumofbrands.com

If you have any questions please email or call Karin on 020 7243 9613

Application deadline: 10am 5th July 2018

Please apply as soon as possible as we will interview as applications come in and appoint the role as soon as the right candidate is located.