



Role Description - Marketing Assistant – Learning programme

Job Title	Marketing Assistant – Learning programme
Responsible to	Learning Officer
Works with	Learning Officer, Volunteers, Executive Director, Exhibition & Collection Assistant and Museum Director
Contract	1-year contract
Location	Museum of Brands, Packaging and Advertising London, W11 1QT
Hours	9:30am to 6pm (8 hours per day excluding 30 minutes lunch)
Working pattern	3 weekdays to be agreed
Holiday	20 days and 8 bank hol days pro-rata (17 days)
Salary	£19,000 pro-rata (£11.400)

1) Job Purpose

A strategic and marketing position within the learning department with the aim to devise and deliver targeted communications campaigns to formal and informal learning groups in the local area and beyond. The purpose of the role is to develop and coordinate an existing funded project to create a sustainable increase in the number of bookings from selected audiences. This role is in association with a specific learning project funded by the John Lyon's Charity to encourage children, young people and their families from local boroughs to access and engage with the Museum.

2) Main responsibilities

- Through targeted marketing activities, increase visits to the museum and generate income from formal education groups including Early Years, Primary schools, Secondary schools including Alternative Provision, FE colleges and Universities with particular focus on the North Kensington area and the John Lyon's nine local boroughs
- Use a wide range of marketing methods as appropriate to create and develop relationships with the various target audiences for the department Coordinate the administration and development of the existing John Lyon's project, including writing reports, widening engagement and running audience specific events in accordance with the project

- Work with the Learning Officer to develop and market projects including new teacher INSET days and family programming with a focus on the local area

Audience Development

- Extend the benefits for all participants by achieving return / regular visits
- Build lasting relationships with local schools, organisations and FE/ HE organisations to help us understand and overcome barriers to engagement
- Integrate a hard-to-reach audience action plan within all project deliverables
- Work with the Executive Director, Volunteers and Learning Officer to engage local families with the aim to increase the number of families visiting the Museum
- Build a sense of local ownership and be a vibrant local museum for our new area, forming documented partnerships with relevant local organisations
- Work with the Learning Officer to ensure the funded project helps deliver against the overall Learning Strategy and to coordinate marketing activities
- Evaluate marketing activities against results
- Work with the Learning Officer to promote new learning products including 6 GCSE/ BTEC subject packages and to pilot pre- and post- visit resources

Strategy

- Responsible for coordinating and delivering the marketing and audience development project 'Engaging Young Learners' at the new Museum of Brands', using the grant application to guide aims, activities and targets. The project started in 2015 and has 1 and a half years remaining
- Responsible for aspects of project delivery including planning, budget, reporting, promotion and evaluation
- Work with project funders and Learning Officer to ensure all grant requirements are met
- Manage the project through strategic documents such as a project plan, project marketing plan, evaluation plan and risk register
- Prepare monthly top line progress reports for the Learning Officer and Executive Director Develop an on-going 'young learner's strategy' through the work of this project, including planning for continuation of the outcomes of the project and new funding
- Make significant progress to achieving the Museum's three-year strategic aim of one taught session per term-time weekday

General

- Support the Learning Officer with delivery and administration as required
- Such other comparable duties as may be required

As duties and responsibilities change, this job description will be reviewed and amended in consultation with the post-holder.

3) Person Specification

	Essential	Desirable
--	------------------	------------------

Qualifications	Degree or equivalent	
Knowledge	Understanding of the national curriculum Highly numerate and literate Office including Excel	Basic design skills
Skills and Experience	1+ year experience delivering marketing activity in a charity, educational organisation or cultural institution Delivering learning or education projects Managing a volunteer team	Delivery of formal learning Teaching in a museum Delivering grant-funded projects Working with PR and local press
Personal Traits	Ability to work under pressure Target driven Personable	

4) Museum responsibilities

- 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.

How to apply

Please send your CV and a covering letter outlining your suitability and highlighting how your experience fits our role description and personal specifications in particular to:

rosehughes@museumofbrands.com

Fill in the equal opportunities survey: <https://www.surveymonkey.co.uk/r/PYNPWK7>

Closing date: 10am Monday 4 September