

MUSEUM *of* BRANDS

Role Description – Commercial Events and Marketing Assistant

Job Title	Commercial Events and Marketing Assistant
Responsible to	Head of Commercial Events
Works with	Executive Director, Development Director, CEO, Event Assistants, Learning Officer,
Location	Museum of Brands, London, W11 1QT
Working pattern	Full time, usually Mon-Fri 9am to 5:30pm, with some evening and very occasional weekend work
Holiday	20 days, 8 public holidays
Salary	19,000 to £21,000 per annum pro-rata DOE

Job Description

The Museum of Brands is looking for an energetic and ambitious Commercial Events and Marketing Assistant to join us as an integral member of our small and busy team. The successful applicant will be responsible for developing, implementing and evaluating the venue marketing strategies needed to hit challenging monthly targets, in line with the annual marketing plan. You'll be running a variety of events ranging from small workshops to top end product launches, managing casual and freelance staff and overseeing all aspects of delivering successful events exceeding clients' expectations. The ideal candidate will have a strong customer focus and will be commercially minded in order to maximize income generation opportunities. Good level of Excel, great SM skills and familiarity with SEO are essential, along with the ability to set up in-house Audio-visual equipment. Some flexibility is required to attend events when required both during the day and evening, with very occasional weekend work. You will need to be impeccably organized with attention to detail, an excellent communicator at all levels, confident, efficient and proactive, whilst being able to remain calm and amicable in stressful situations. The role offers the opportunity to progress and develop a significant number of skills, ideal for someone with the drive and ambition to build a successful career in events.

1) Job Purpose

The Commercial Events and Marketing Assistant will play a key role in the development and delivery of our marketing plan and driving bookings with a view to maximize income opportunities. You will

be the main point of contacts for operations, managing our freelance and casual event staff and run a varied portfolio of events for leading household names.

2) Main responsibilities

Sales and Marketing

- To plan and deliver marketing campaigns as outlined by the Marketing Plan
- To present a marketing report at our monthly marketing meeting
- To produce marketing materials including brochures, flyers, venue newsletter content, SM content and website content
- To develop and evaluate promotional offers and campaigns
- To proactively develop new business opportunities
- To input on annual and quarterly reports
- To play an active role in the continuous development of the Museum’s commercial sales strategy and Commercial Events’ business plan
- To manage sponsorship and grant deliverables where applicable to this role

Events Management

- To be the first point of contact for on-site events, running a vast portfolio of events
- To line manager freelance staff and casual event assistants
- To provide pre, during and post event client support, including set up of the venue and basic IT and AV support
- To help research, select and migrate data to a new event management system and utilize the new system for marketing purposes
- To collect and produce accurate and complete details ahead of events, including attendee lists, running orders, catering and invoicing information
- To manage all supporting administration, including enquiry information, the museum calendar, supporting documents and procedures, running orders and feedback
- To be solely responsible for writing and updating event procedures
- Maintain stock supply levels

3) Person Specification

	Essential	Desirable
Qualifications	Educated to degree level	
Knowledge	Confident MS Office user, knowledge of social media marketing and familiarity with SEO Strong numeracy	Enthusiasm for and knowledge of collections relating to brands, packaging and design
Skills and Experience	One year work experience in a sales or marketing role Familiar with managing databases	Hands on knowledge of AV and technical equipment Experience of managing staff Experience of writing and presenting reports

	<p>Strong analytical and research skills</p> <p>Great communication skills at all levels with excellent command of English, written and spoken, with attention to details for spelling and grammar</p> <p>Excellent customer service</p>	
Aptitudes	<p>Sound judgment, ability to make decisions and resolve issues</p> <p>Motivated to work towards targets</p> <p>Ability to prioritize workloads and meet deadlines</p> <p>Positive, energetic, fun</p>	

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 safety of 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

5) How to apply

Please send your CV and a covering letter demonstrating how you meet the person specifications: francesca@museumofbrands.com

Closing date: 10am Wednesday 10th October