

MUSEUM *of* BRANDS

Role Description – Learning Officer

Job Title	Learning Officer
Responsible to	Executive Director
Works with	Museum Director, Head of Commercial Events, –Community Engagement Officer, Community Engagement Assistant, Visitor Services Coordinator, Visitor Services & Marketing Assistant, , Learning Volunteers
Location	Museum of Brands, London, W11 1QT
Working pattern	5 days per week
Holiday	20 days, 8 days public holidays
Salary	£21,000 per annum

1) Job Purpose

Marketing and delivery of a learning programme that is financially viable and sustainable.

2) Main responsibilities

Marketing

- Lead to and deliver a targeted marketing plan to promote a year-round programme from early year to professional development.
- Evaluate results of all marketing activities to help focus on impactful and low-cost channels of communication
- Create engaging e-news communications aimed at a substantial existing database of tutors and teachers
- Significantly increase the number of contacts on the learning database and ensure GDPR compliance
- Responsible for engaging content and accuracy of the website learning pages
- Ensure the Learning Department has a strong presence on the Museum's social media sites
- Collect and analyse quantitative and qualitative data including quotes and images for use in marketing, funding applications and reporting
- Ensure all communications are in line with the Museum's brand and values

Delivery

- Coordinate delivery of taught sessions
- Coordinate delivery of the Professional Development Programme
- Coordinate Learning Volunteers in delivering sessions
- Assist in the planning and delivery of seasonal activities
- Deliver introductory talks to HE and professional groups
- Process all student group bookings from inquiry to payment

Other

- Recruit, train and manage a team of learning volunteers, offering a real-job experience in a professional environment
- 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
- Support the work of other Museum team-members, such as Events, Visitor Services, marketing and PR
- Such other comparable duties as may be required
- Support the delivery of grant-funded project where applicable to the learning department, including ensuring targets are met and materials for reports are collated.

3) Person Specification

	Essential	Desirable
Qualifications	Educated to degree level in a relevant subject	PGCE or equivalent
Knowledge	Good knowledge of the National Curriculum	Enthusiasm for, and knowledge of, collections relating to brands, packaging, advertising or design
Skills and Experience	<p>Minimum 1-year experience in an education function within a cultural or commercial environment</p> <p>Experience of marketing and achieving sales</p> <p>A flexible and systematic approach to work, ability to plan, prioritise and manage your work</p> <p>A willingness to learn and grow in your role</p>	<p>Excellent public speaking skills and the ability to communicate across the age ranges</p> <p>Experience of working with volunteers</p> <p>Experience working with Wordpress, InDesign, Photoshop</p> <p>A good visual sensibility and judgment and ability to create promotional displays that are attractive and professional</p>

	Experience in Microsoft Word, Excel and Outlook essential	
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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

Closing date: Monday 11th February 2019 at 10am

How to apply: Please read the job description and role criteria and email your CV and Covering letter to karin@museumofbrands.com outlining how you fulfil requirements.