

MUSEUM *of* BRANDS

Role Description: Marketing & Front of House Assistant

Job Title	Marketing & Front of House Assistant
Responsible to	Visitor Services and Retail Manager
Works with	All team members
Location	Museum of Brands, London, W11 1QT
Working pattern	3 days per week including weekends
Holiday	20 days plus 8 days public holiday pro-rata
Salary	£19k pro-rata (£11,400)

Job Description

The Museum of Brands is looking for a friendly and ambitious Marketing & Front of House Assistant to join us as an integral member of our small and busy team. Core to this role is to build our audiences and the successful applicant will be responsible for the delivering the Museum's Word of Mouth Strategy and Social Media to build our online network and database through e-news, all with the aim to convert online engagement to visitors.

The ideal candidate will have a strong customer focus and will be commercially-minded in order to help our charity to maximize income generation opportunities such as Gift Aid and retail sales.

You will run the front of house on a day-to-day basis and have a personal and welcoming approach and be organized with attention to detail. The role requires the ability to multitask and you will be an excellent communicator at all levels, confident, efficient and proactive, whilst being able to remain calm and amicable during busy moments. Excellent level of Excel, great Social Media skills and familiarity with SEO are essential, along with knowledge of GDPR regulations.

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 Marketing, Brands and Museums.

Job Purpose

To support the growth of visitor numbers through a range of marketing and communications strategies. Running the Museum's Front of House with the support of a team of volunteers.

2) Main Duties

Marketing and PR

- Proactive engagement in Word of Mouth marketing at Front of House
- Program the Museum's Social Media content on Hootsuite
- Produce content for Social Media and newsletters
- Deliver marketing campaigns and input on development of marketing strategies
- Deliver marketing activities to increase local audiences
- Gathering data to 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

Front of House Coordination

- Supervise the Museum and FOH volunteer team and support with training and management of front of house volunteers
- Ensure high standards of customer care and visitor experience with the aim to increase return visits
- Ensure full health & safety procedures are adhered to during opening hours
- Increase Gift Aid donations through excellent communications with visitors
- Monthly basic finance activities including collating receipts, overseeing gift aid report, Leisure Pass, partner promotion 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
- Open and close the Museum

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

	Essential	Desirable
Qualifications	Educated to degree level or currently studying a relevant subject	Marketing or communications Degree or other Qualification, H&S such as First Aid, Fire Marshalling
Knowledge	<p>Confident MS Office user, knowledge of social media marketing and familiarity with SEO</p> <p>Fully able in using all Social Media platforms and Hootsuite and Mailchimp</p> <p>Understanding of basic budgets and costings and sound mathematical skills</p> <p>Cash handling experience ensuring accuracy of data</p>	Enthusiasm for and knowledge of brands, design, visual culture
Skills and Experience	<p>Experience in marketing and communications</p> <p>Excellent customer service and ability to work in busy front of house setting</p> <p>Ability to prioritize workloads and good time management skills</p> <p>Enthusiasm for our Museum and our activities</p> <p>Familiar with managing databases</p> <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 detail for spelling and grammar</p>	<p>Previous experience of supervising a team of volunteers in a busy environment</p> <p>Previous experience writing and presenting reports</p>
Aptitudes	<p>Willingness and desire to learn and finding solutions to any problems that may arise</p> <p>Comfortable to work towards targets and ability to meet deadlines</p>	

	High level of attention to detail Sound judgment, ability to make decisions and resolve issues Motivated to work towards targets Ability to prioritize workloads and meet deadlines High level of attention to detail Positive, energetic, fun	
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How to apply

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

Closing date: Sunday 9th June 2019