



The West House and Heath Robinson Museum Trust Job Description

Job Title: Marketing & Communications Manager

Location: Heath Robinson Museum, Pinner

Contract: 18 months fixed term

Reports to: Museum Manager

Direct Reports: Volunteer E-Newsletter Editor, Volunteer Website Administrator

Salary: £32,000-£35,000 per annum pro rata, dependent on experience

Hours: Part time, 3 days a week, 24 hours

Background

William Heath Robinson is an artist of international standing whose work is integral to the fabric of British cultural heritage. The collection is owned by the William Heath Robinson Trust and is the only significant holding in public ownership.

The Museum holds over 1000 items in its collection and is a centre for the understanding and appreciation of his life and work and a base for the study of illustration as an art form. An ambitious activity programme informs, inspires and entertains people from all parts of the local community and reaches audiences across the UK.

The museum has 3-4 Special Exhibitions per year, supported by associated events and activities; and an established Learning Programme which includes events, classes, schools and workshops.

Role

The Marketing & Communications Manager is a brand-new position which will sit on the Museum's Management Board and be involved in site-wide decision making and realising the aims of the Trusts.

We are looking for a dynamic and creative individual with a background in marketing and communications to help us engage with new audiences, raise visibility and generate footfall and income. This position is ideal for someone ready to take the next step into a managerial role, or an experienced professional seeking a new challenge.

Working with all members of the museum team the post holder will provide support to make sure everyone's marketing needs are met and that Exhibitions and Learning activities are properly promoted. As a new paid position this is an exciting opportunity to put your stamp on the role.

Overall Purpose

- To manage the development and delivery of the HRM Marketing & Communications Strategy
- To develop a comprehensive marketing plan covering all areas of the Museum's activity (including Exhibitions, Learning, Retail)
- To engage and develop new and current audiences, ensuring that messaging is relevant and accurate and making sure that all areas of the Museum are appropriately represented.
- To develop and deliver communication and marketing plans, managing multiple campaigns and channels of communication. Realise new and maintain current marketing opportunities for the organisation.
- To promote the Museum's brand and build its reputation locally, regionally and, where appropriate, nationally.
- To manage relationships with relevant partners such as press, local cultural partners, freelance consultants, trustees and other stakeholders.

Duties & Responsibilities

Strategy, insight and evaluation

- Work with the Evaluation Team to gain visitor insight data that can be fed into the marketing strategy for the museum
- Deliver, with support from trustees, the marketing and communications strategy, including branding, managing social accounts, distribution and display of print marketing and creating newsletters
- Manage, deliver and monitor engaging integrated and audience-led marketing campaigns and communications that grow visitor numbers and revenue for the museum
- Support the development of business strategies, understanding the key objectives of the organisation and all activity being undertaken
- Report regularly on marketing activity across all channels, including collating press coverage, reviewing website data, social media reach and make recommendations for improvements and implement where necessary.

Press, print and design

- Develop and maintain relationships with press organisations and freelancers to distribute exhibition press releases as appropriate
- Provide regular listings to media and listing platforms, locally and regionally

- Manage design work ensuring brand and communication cohesion across campaigns.
- Prepare and supervise the production (with external suppliers where necessary) of promotional communications to include design and print of publicity brochures, handouts, direct mail leaflets, promotional videos, photography.
- Work with colleagues to support promotion of Exhibition and Learning programmes and enhance visibility of the museum through signage and wayfinding.

Digital (website, social media, e-newsletters)

- Oversee the creation and implementation of all HRM digital content, covering website, social media and email marketing; ensuring engaging and accessible copy, correct data management, and monitoring and responding to customer enquiries, where applicable.
- Work with colleagues in Retail, Learning and Exhibitions to ensure effective promotion of activities across digital platforms.
- Stay up to date on digital trends and ensure the museum is making the most of opportunities for digital engagement.

Other

- Manage a small team of marketing volunteers and chair regular meetings of the Marketing Committee.
- Attend monthly Management Board meetings (currently hybrid) and contribute to regular team meetings.
- Work with colleagues across the organisation to understand and support their marketing and communications needs.
- Manage a marketing and communications budget.
- Carry out other reasonable duties that may be required.

Person Specification

Essential

- Demonstrable marketing and communications experience
- Evidence of delivering successful marketing communications campaigns across print and digital channels
- Confident managing your own workload and prioritising tasks to meet deadlines
- Ability to manage and update websites
- Proven track record of creating engaging digital content
- An eye for detail and good design
- Excellent communication, interpersonal and writing skills
- Ability to work in a small team, and to maintain strong and effective working relationships with volunteers and colleagues.
- IT literate with specific experience of using Microsoft Office Suite
- Good negotiation skills and the ability to handle sensitive situations with diplomacy
- Quickly find your feet in a fast-paced work environment

Desirable

- Experience working in arts charity or museums and galleries sector
- Basic photography and video skills
- Knowledge of, or ability to learn, other software packages, such as Mailchimp and Canva
- Experience managing volunteers or staff
- Experience promoting cultural events
- Understanding of UK General Data Protection Regulations (GDPR)
- Knowledge of SEO

Other Information

- Annual leave entitlement is 28 days, pro-rata, including Bank Holidays, taken by mutual agreement with the Museum Manager.
- The post holder is expected to work in the office 2 days a week and can work remotely 1 day a week.
- A staff appraisal system is used, with a performance review annually.
- The post is subject to a 6 month probation period.
- Two months' notice of resignation must be given.

To apply:

Please fill out an application form and email to manager@heathrobinsonmuseum.org

Application forms can be found at <https://www.heathrobinsonmuseum.org/staff-vacancies/>

CVs will not be accepted

Closing date for applications: Extended to 9am Thurs 22nd May 2025

Interviews are expected to take place in Pinner in June