

Job Description and Person Specification for the position of:
Marketing and Communications Officer

The Marketing and Communications Officer will deliver creative and effective Marketing and Communications initiatives at Petersfield Museum and Art Gallery. The organisation has entered an exciting phase, following a £4 million redevelopment and this position will play an important role in further building awareness, growing our reputation and increasing earned income, through audience development initiatives and innovative marketing campaigns.

The successful candidate will work across a broad range of activity increasing Museum admissions, promoting our exciting temporary exhibition programme, our cultural programme of events and will contribute significantly to the success of our retail and catering operations.

We are looking for someone who is highly motivated and enthusiastic to join our small team at a key time, as we move forward with many exciting and bold plans.

Job Title:	Marketing and Communications Officer
Reports to:	Museum Director
Salary:	£27,000 per annum
Contract:	Full time, permanent position
Pension:	The Museum and Art Gallery operates the NEST Workplace Pension Scheme
Hours:	37.5 hours per week, across a five-day working week, including regular Saturdays. Some evening hours may be required to fulfil the requirements of the post; overtime is not normally paid, but time off in lieu is offered.
Holidays:	25 days per year, plus statutory Bank Holidays
Notice Period:	Three months, after a probationary period of three months. Two weeks during the probationary period
Location:	Petersfield Museum and Art Gallery, St Peter's Road, Petersfield, Hampshire
Benefits:	Complimentary tickets for general Museum and Art Gallery admission Complimentary tickets for Museum and Art Gallery temporary exhibitions Discount on tickets for Museum and Art Gallery events and workshops Discount on food and drink in the Coffee Shop, subject to discount policy Discount in the Museum and Art Gallery shop, subject to discount policy Free annual flu vaccination and eyesight test

Job Purpose

To lead on the delivery of Petersfield Museum and Art Gallery's marketing, communication and media strategies, in order to drive forward participation and income levels, increase media coverage and enhance the Museum's brand and reputation.

To develop our audiences and drive engagement levels including with those who are hard to reach, and to communicate our aim of the Museum and Art Gallery being a thriving regional centre for heritage and culture.

To manage the day-to-day operation of the marketing communications function, its resources, campaigns and creative work, ensuring it integrates across a wide range of Museum and Art Gallery activities and outcomes.

Key Responsibilities

Marketing

- To develop, plan and implement a multi-platform marketing and communications strategy to cover general admissions, event sales, memberships, retail and catering.
- To lead marketing campaigns and co-ordinate all elements of marketing activity, including the writing of engaging copy for a range of marketing methods, including brochures, direct mail, blogs, emails, e-newsletters, social media and promotions.
- To manage the production, proofing and delivery of all marketing communications materials and to ensure marketing materials are appropriately displayed within the Museum buildings and externally through efficient and widespread distribution.
- To plan and co-ordinate the promotion of events and work closely with the Head of Operations to build attendance for the events programme.
- To provide reports on performance using the Museum's DigiTickets system and a variety of reporting software packages, and to establish an evaluation framework generating audience insights to inform planning and resource allocation.
- To identify and develop plans for increased and effective data mining and further analysis, such as the monitoring of ticketing data (using DigiTickets), use of platforms such as Google Analytics and the development of visitor surveys.
- To develop and deliver ambitious plans for the continued development of the Museum's Friends and Supporters schemes (operated through DigiTickets ticketing & CRM software) and contribute to the development of new and enhanced membership initiatives.

Digital

- To manage the Museum and Art Gallery's website, source and distribute relevant materials (including audio and visual) and upload content onto the website.
- To deliver creative and engaging content to drive engagement through a range of social

media platforms and to monitor analytics to inform and develop ongoing digital communications.

- To develop and manage a creative and engaging e-communications strategy, utilising appropriate e-communication channels and software.
- To update marketing and media schedules and report on the effectiveness of campaign activity.

Communications

- To co-ordinate the delivery of communications and PR campaigns to maximise media coverage and enhance the Museum and Art Gallery's profile.
- To implement regional and local media plans to promote a wide range of activities and events, including the Temporary Exhibitions Programme.
- To support the Museum Director and external PR agencies with the delivery of national campaigns and the Museum's overarching press & media strategy.
- To develop and maintain a media contacts database and identify and develop press & PR opportunities to generate widespread and effective media coverage. To be responsible for keeping the media contacts database up to date, handling media enquiries, updating web listings and other day-to-day communication administrative duties.
- To create and distribute press releases, media packs, press bulletins and other communication assets.
- To proactively work with all Museum departments, including Engagement, Collections, Visitor Services, Catering & Events and the Edward Thomas Fellowship to develop and promote stories, and when required, to offer practical advice and support on how to achieve successful media coverage.
- To monitor and report on the effectiveness of all communications and PR activity on a regular basis.

Other Duties

- To act as Duty Manager for Petersfield Museum and Art Gallery.
- To work closely with the Museum and Art Gallery's team of volunteers.
- To undertake any additional duties as may be reasonably required.
- To undertake relevant and/or necessary training.

This job description outlines the principal responsibilities and duties of the post holder. It is not meant to be, nor is it, an exhaustive list of specific responsibilities and duties. The post holder is expected to undertake any other duties which could reasonably be expected as being within the remit of the position of Marketing and Communications Officer and which arises out of changes to legislation, regulations, orders, rules and working practices, methods and procedures and reviews, as directed from time to time.

Skills and Experience

These skills/experiences are highly desirable for the role:

- Experience of delivering marketing and communications strategies for organisations, preferably in the heritage, arts and cultural sectors.
- A good understanding of the key role high quality marketing activity plays in the successful operation of a heritage attraction.
- Experience and understanding of social media platforms (Facebook, Instagram, Blue Sky, YouTube, TikTok, LinkedIn, Hootsuite) and e-marketing tools (Mailchimp).
- Experience of Microsoft Office 365 suite and design software (Adobe, Canva).
- Strong interpersonal skills, combined with enthusiasm and energy.
- Excellent communication skills.
- Ability to work to tight deadlines and to manage a busy and varied workload.
- Excellent organisational skills and meticulous attention to detail.
- Able to work on own initiative, as well as part of a small, hard-working team.
- Flexible attitude to helping colleagues and willingness to have a hands-on approach.

These skills/experience would also be beneficial for the role:

- Passionate about museums and what they can achieve, and engaging visitors as to how wonderful and enjoyable heritage, the arts and history can be.
- Experience of ticketing systems and/or EPOS software (DigiTickets, SumUp).
- Experience of print production, both physical and digital.
- Experience of basic video editing
- Experience of working with volunteers.
- Strong general IT skills.

If you are interested in this position, please apply by sending your CV with a covering email, outlining your suitability for the role and why you would like to work at Petersfield Museum and Art Gallery to:

Dan McWilliam, Museum Director, Petersfield Museum and Art Gallery –
business@petersfieldmuseum.co.uk

Closing date: 5:00pm, Monday 27 January 2025

Interviews: Likely to be either Wed 5/Thur 6/Fri 7 February 2025 (final dates & timings to be confirmed)

Please let us know within your covering email if you require any adjustments to the interview process.

Please note: We will not bring forward the closing date for applications, nor close recruitment after reaching a particular number of applications received in advance of the closing date. However, timings of key recruitment milestones after the closing date for applications (such as interview dates and/or start dates) are subject to confirmation.

We aim to let all applicants know the outcome of their application as soon as possible after the closing date, however if you have not heard from us within 4 weeks of the closing date, please assume that your application has been unsuccessful on this occasion.

Petersfield Museum and Art Gallery is committed to being an Equal Opportunities Employer. We are keen that our workforce profile reflects the diversity of our visitors and audiences. Therefore, all jobs at Petersfield Museum and Art Gallery are open to everyone and we encourage applicants from all backgrounds, irrespective of sex, gender identity, race, disability, religion or belief, sexual orientation or age. We welcome all candidates who think they have the required skills and can contribute in this key role.

About Petersfield Museum and Art Gallery

Petersfield Museum and Art Gallery is an accredited, independent museum and registered charity. Originally established in 1999, we completed an ambitious, £4 million 'Pathways into the Past' Project in 2021, which has created a step change in how visitors engage with our spaces and collections, which will be enduring in the long term. The NLHF supported Project has enabled us to fulfil our vision:

Situated at the foot of the South Downs, Petersfield Museum and Art Gallery will be a focal point for the area's unique history and cultural heritage. It will be at the heart of local life and a compelling attraction for visitors from further afield. Historic buildings and contemporary architecture with welcoming social areas and stimulating learning spaces, wide ranging and engaging collections, temporary art exhibitions and educational and events programmes will inspire visitors of all ages to investigate and explore further our region's many historic and cultural assets.

Having re-opened in June 2021, the project has transformed the Museum's buildings, exhibitions and programmes and has hugely increased the scope of what we are able to offer to visitors. It has created the capacity to ensure that we are successfully integrated into the visitor destination of the South Downs National Park, at the same time as being strongly rooted in the local community, putting Petersfield Museum and Art Gallery on the map for local people and visitors alike.

A rare example of a restored Victorian Justice Heritage site, centred around the town's original Magistrate's Courthouse and Police Station, the Museum's permanent collections include social history archives and artefacts relating to Petersfield and the surrounding area including important bronze and iron age artefacts found on Petersfield Heath, the Flora Twort Art Collection, the Photography Collection including the Don Eades Photographic Archive and the Fashion and Textile Collection, including the Bedales Historic Costume Collection. It also hosts the Tim Wilton-Steer Collection of works by and about the poet Edward Thomas, housed in the Museum's purpose designed Edward Thomas Study Centre.

The Flora Twort Gallery, a new building created within the redevelopment is the Museum and Art Gallery's bespoke and largest temporary exhibition space, where we host exciting and unique new exhibitions. Since re-opening, we have presented acclaimed exhibitions on the Petersfield-based artist Flora Twort (whose main collection belongs to the Museum and Art Gallery), the press photographer Don Eades (who donated his archive in 2016), as well as exhibitions as diverse as *Paula Rego: Literary Inspirations*, *Alison Crowther and Kate Boucher: Traces in the Landscape*, *Catherine Knight: Long Shadows*, *Anita Klein: Modern Icons*, *Nicholas Lees: Abstract Vessels*, *Katharine Swailes and Caron Penney: The Language of Weaving* and most recently, our record-breaking exhibition *Peggy Guggenheim: Petersfield to Palazzo*.

Focusing on the Museum's Learning Space in the Courthouse and the central external courtyard, we also present an exciting and diverse programme of events for visitors: from theatre (both indoors and outdoors) to live music concerts and cinema screenings, as well as museum-wide Toddler-Takeover days and large-scale events, such as our annual Carols in the Courtyard concert and Family Fun Days as well as regular creative workshops and the biennial Edward Thomas Literary Festival.

We have also hugely increased our educational offering and lifelong engagement programmes to ensure that Petersfield Museum and Art Gallery becomes an invaluable community based cultural hub, accessible and open to everyone.

Petersfield Museum and Art Gallery - Current Exhibitions:

South Downs Open: 22 October 2024 – 5 February 2025

Petersfield Museum and Art Gallery - Forthcoming Exhibitions:

Bound Together: Modern British Bookbinding: 18 February – 3 May 2025

Michael Craig-Martin: 20 May – 13 September 2025

Rediscovering the Photographs of Winifred Joseph: 30 September – 20 December 2025

For more details on our forthcoming programme of events and to see the latest edition of our What's On Guide, visit our website: www.petersfieldmuseum.co.uk