

Marketing Officer – Bucks County Museum Trust

Salary: £7,488 per year / 12 hours per week (Ft Equivalent: £23,088)

Reporting to: Exhibitions & Marketing Manager

Contract: March 2019 – March 2022 (Arts Council Funding agreement timescales but with scope for renewal)

Job Description

Bucks County Museum has a great opportunity for a part time Marketing Officer to assist the Exhibitions & Marketing Manager with the marketing and PR for the museum offer and the Roald Dahl Children's Gallery. The role is made possible through the new Arts Council funding for National Portfolio Status and a grant from the Friends of Bucks County Museum. This post is to support the current staff team with marketing and PR for museum events and activities.

- Creating and delivering a social media strategy for the organisation and liaising with other staff including the curators at the Halton Resource Centre to provide content
- Updating content and maintaining Museum's websites
- Promoting and listing the Museum events calendar with local media
- Sending regular Mailchimp email updates
- Placing paid for advertising as agreed to appropriate media for museum events, holiday offers and weddings
- Promoting the Museum's wedding and corporate hire packages
- Liaising with local press and media contacts to keep them updated with museum events
- Creating press releases about museum events and offers for local media sources
- Assisting with the production of museum promotional materials and inhouse posters, fliers.
- Assisting with marketing surveys and analysis
- Working with marketing volunteers as required
- Adhering to new GDPR regulations

Person Spec

- Experience delivering marketing and PR for charities or businesses
- Excellent written and verbal communication skills and flair for language
- Excellent interpersonal skills and ability to work with a range of people from different backgrounds

- Excellent technical social media skills and experience of running social media campaigns
- Excellent knowledge of WordPress and managing websites
- Outgoing personality with an ability to sell ideas to a wide range of audiences
- Good budgeting and negotiation skills
- Good IT skills including knowledge and use of MS word packages including Word, Excel, Publisher and PowerPoint and WordPress.
- Design skills and design software knowledge an advantage
- Some experience of working in a heritage setting with volunteers an advantage
- Good sense of humour and ability to work in a team

Hours: 12 hours a week – Monday to Friday (flexible) Very occasional weekend or evening work may be required for which notice will be given. Additional hours may be available from time to time for funded projects etc.

Deadline for Applications: Monday 18 February 2019 at 9am

Applicants must apply on a Museum application form available from:
<http://www.buckscountymuseum.org/museum/get-involved/vacancies/>

Please send completed applications to:
visitorservices@buckscountymuseum.org

ALL APPLICATIONS TO BE SENT BY EMAIL ONLY. NO POSTAL APPLICATIONS WILL BE ACCEPTED.

Interview and assessment day: Thursday 28 February.

We regret that we are not always able to inform all unsuccessful candidates due to the volume of applications. If you have not heard from us by the 22 February, please assume you have been unsuccessful.