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| Job Title | Digital Marketing and Communications Assistant |
| Department | Marketing and Communications |
| Reports to | Communications Manager |
| Location  Salary  Term | The Bowes Museum £22,148 (FTE) £18,000 (actual)  Permanent, 4 days a week |

**Organisational Relationships**

* Reporting to Marketing and Communications Manager
* Working alongside – Staff, Trustees, Stakeholders, Partners
* Direct reports – As and when required (volunteers)

**The Role/ The Person:** We are seeking an enthusiastic individual with experience of creating engaging content (Video/ Photos) for digital distribution. The successful candidate will be familiar with online communication/ social media platforms, have a passion for storytelling, relationship building, with good organisational and planning skills.

**Inclusion and Diversity:** We believe that diversity and equality within our workforce, programmes and approaches is crucial to our mission of being inclusive and relevant to our communities. We want everyone to feel welcome. We, therefore, particularly welcome applications from candidates under-represented at The Bowes Museum and within the heritage sector, including Global Majority candidates and/or candidates with disabilities.

1. **Role purpose:**

The main focus of activity will be on growing visitor numbers (physical and digital) through digital activity and content creation. The role also includes assisting in the day-to-day delivery of activity, including administration, to support the wider Marketing and Communications Team.

1. **Specific Responsibilities and Duties:**

* Create content for online distribution.
* Working with the Marketing and Communications Manager, plan and deliver direct mail / email campaigns, create and send the monthly staff newsletter.
* Schedule social media posts, ahead of the monthly social media plan. Ensure comments (google reviews/trip adviser etc) are responded to.
* Liaison internally and externally, to identify potential digital content, projects, and partnerships.
* Update free listings in magazines /directories and supply up to date information to external organisations, renew subscriptions /memberships.
* Assist in data tracking, evaluation and analytics; including responsibility for production and distribution of questionnaires visitor feedback.
* Assistance with The Bowes Museum’s website, CRM and CMS Systems
* Complete departmental purchase orders
* Ensure print/poster sites are up to date internally. Working with volunteers, oversee the distribution of print materials externally.

1. **General responsibilities and duties:**

* Contribute effectively to the success and culture of The Bowes Museum.
* Interact and cooperate proactively with all employees, trustees and volunteers, ensuring good teamwork, inclusive practices, and interdisciplinary activities across work strands, projects and programmes.
* Make best use of technology across our activities.
* Support effective communications and promotion of The Bowes Museum and our activities.
* Work flexibly at times that connect with the needs of our audiences and communities (evening and weekend work may be required.)
* Ensure we are adhering to and compliant with our policies, processes and statutory obligations.
* Take ownership of your professional and personal development, working with your line manager to identify and address gaps in skills and competencies.
* Ensure that the Health and Safety policy, organisation arrangements and procedures under your control are understood, implemented, and monitored.
* Help to ensure any barriers to equality of opportunity are removed and to eliminate unfair and unlawful discrimination, giving everyone an equal chance to learn, work and live free from discrimination and prejudice.
* Any other duties as may be reasonably required.
* Act as an ambassador for The Bowes Museum at all times.

**Person Specification**

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| **Criteria** | **Essential (E), Desirable (D)** | **Assessment process: Application (A), Interview (I),  Test (T).** |
| **Job-specific competencies/qualities/experience:** | | |
| Experience in a marketing/communications role. | D | AI |
| Good communication skills, written and verbal with experience of copywriting skills for email communications, social media and website. | E | AI |
| Experience of creating engaging content (Video/ Photos) for digital distribution and familiarity with online communication/ social media platforms. | E | AI |
| Good organisational and planning skills. | E | AI |
| Experience in direct mail and email campaigns. | D | AI |
| Experience of working with volunteers. | D | AI |
| Experience of working with external suppliers and partners. | D | AI |
| The willingness to travel for meetings and external events. | E | AI |
| Demonstrates understanding of audience needs. | E | AI |
| **Core competencies/qualities/experience:** | | |
| Target-focussed with good time management and planning skills. | E | AI |
| Able to think creatively and imaginatively and able to work on own initiative. | E | AI |
| Able to demonstrate successful team working. | E | AI |
| Anticipates changes in circumstances or recurring problems and adjusts work arrangements accordingly. | E | AI |
| A flexible attitude to hours and duties (Weekend and evening work can be expected). | E | AI |
| Excellent interpersonal skills with the confidence to communicate effectively and persuasively, in person and on paper. | E | AI |
| Empathy with the Museum’s content. | E | AI |
| **Generic competencies/qualities/experience:** | | |
| A strong knowledge of and commitment to the mission, aims and values of The Bowes Museum, including inclusive and participative practices. | E | AI |
| Highly competent user of Microsoft Office and digital technologies. | E | AI |
| Enthusiastic, confident, self-motivated and results driven. | E | AI |
| Ability to communicate and collaborate. | E | AI |
| **Qualifications** | | |
| Advanced level education, or equivalent, or evidence of professional learning and experience. | E | AI |
| A professional marketing or creative qualification | D | AI |