



Job Title	Marketing and Communications Coordinator
Department	Marketing and Communications
Reports to	Head of Marketing, Engagement and Audience
Location	The Bowes Museum
Salary	£24,719.99 pro rata £20,043.24 (actual)
Term	Initial 6-month contract with potential to extend, 30 hours pw

Benefits:

- We are happy to discuss flexible working and ways for our team to manage their home and working lives.
- Twenty-five days of holidays in addition to bank holidays (FTE)
- 5% employers pension contribution.
- Discount in the museum's café and shop.
- Free staff parking.
- Employee Assistance Programme – providing a 24/7 free helpline.
- Training and development opportunities.
- Free entry for your immediate family to the museum.
- Some mutual free entry arrangements with other partnership attractions.

Organisational Relationships

- Reporting to Head of Marketing, Engagement and Audience
- Working alongside – Staff, Trustees, Stakeholders, Partners
- Direct reports – As and when required (communications related staff and volunteers)

The Role: To plan and deliver creative marketing and communications campaigns/projects, that will drive visitors and income for the Museum. You will be responsible for delivering both Marketing and PR/Media elements, for each specific campaign/ project.

The person: We are seeking an enthusiastic individual with experience of planning and delivering communication campaigns. The successful candidate will have a passion for storytelling, relationship building and strong influencing skills. You will have strong communication skills (written and verbal).

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 Marketing and Communications Team is responsible for ensuring The Bowes Museum's brand story is interpreted by current and new audiences in a clear, relevant and compelling way. We understand who our customers are, understand what will motivate them to interact with us and what will make them want to interact with us again. We are a proactive and collaborative team working to ensure we tell a consistent story. We play a leading role in the engagement of all audiences. Our main responsibilities are:

- To undertake brand development, ensuring clear messaging and audiences are inspired to visit and engage.
- Audience insight: tasked with developing a deeper understanding of who our audiences are and what motivates them to interact with us. With this in mind, we play a leading role in the development of our CRM programme and how it will be used to drive audience engagement.
- Audience engagement: we lead on building understanding of how best to build long term relationships with our audiences across channels, products and campaigns which will help deliver visitor figures and sales, income and profitability and define standards in our service and offers

2. Specific Responsibilities and Duties:

- Develop and deliver integrated communications campaigns and projects, across both marketing and PR, digital and print, ensuring brand guidelines are adhered to.
- Develop and deliver digital communications activity (email marketing, online advertising, SEM, SEO, social media, content and website development), ensuring that it is integrated into deliverables for each campaign/project.
- Write media releases for your specific campaigns and projects.
- Forge effective partnerships with relevant organisations to extend brand/ including media contacts and maintain/ update contact database.
- Briefing, commissioning and managing media buying, advertising, design and print distribution agencies.
- Creation of signage, print, posters using Adobe Creative Suite or Canva.
- Records Management: Gather information, keep accurate records (including financial) and ensure that marketing materials etc. are sent to the Archive on a regular basis.
- Work in partnership with the other Marketing and Communications Coordinator, to ensure a regular photo opportunity is offered to media, in line with activities.
- Data tracking, evaluation and analytics.

3. 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

Criteria	Essential (E), Desirable (D)	Assessment process: Application (A), Interview (I), Test (T).
Job-specific competencies/qualities/experience:		
Experience of planning and delivering communication campaigns (PR/media and/or marketing).	E	AI
Marketing & Communications qualifications	D	I
Practical experience of working with third parties and external suppliers and partners.	E	AI
Strong influencing skills with experience of working in cross departmental teams.	E	AI
Good communication skills, written and verbal with experience of copywriting for email, press releases, social media and website.	E	AI
Familiarity with Adobe Creative suite and other digital and CRM systems (or willingness to undergo training).	E	AI
The willingness to travel for meetings and external events.	E	AI
Staff management.	D	AI
Good financial awareness and efficient and meticulous with statistics and budgets.	E	AI
A creative approach to marketing: able to identify and exploit opportunities and to create relationships.	E	AI
Demonstrates understanding of audience needs.	E	AI
Target-focussed with good time management and planning skills.	E	AI
Core competencies/qualities/experience:		
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	E	AI

and on paper, with internal and external contacts at all levels.		
Strong ability to contribute towards effective team working .as well as to lead and develop own projects.	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
Evidence of commitment to continued professional development.	E	AI