

Head of Marketing, Engagement & Audiences

Hours: 37 hours p/w

Contract type: Permanent

Salary: £40,000

Closing date: Monday 13 January 5pm 2024

Interview date: Monday, 20 January 2024

The Bowes Museum is embarking on a transformative journey with exciting changes, significant investment, and a bold new vision. As one of the North's leading cultural venues, we aim to redefine our role as a future-thinking museum of artists, designers, and makers. With world-class collections, an inspiring exhibition programme, and stunning outdoor spaces, we are committed to creating vibrant cultural experiences for diverse audiences.

We seek an experienced and dynamic **Head of Marketing, Engagement, and Audiences** to join our leadership team. This new role is pivotal in advancing our audience engagement and marketing strategies. You will lead the development and implementation of comprehensive audience and stakeholder engagement plans, ensuring our vision and mission resonate regionally and nationally.

As an experienced communicator who is passionate about engaging audiences and has strong staff management and leadership skills, you will lead on visitor experience, using insights to inform strategies and improve the visitor journey. You'll bring a collaborative approach to internal and external partnerships, working collaboratively with teams across the museum while overseeing the Museum's marketing, communications, and brand development to ensure vibrant and relevant content across all channels.

We are an equal-opportunity employer. Diversity within our workforce, programmes, and approaches is crucial to our mission of being equitable, sustainable, and relevant. We want everyone to feel welcome. Therefore, we particularly welcome applications from candidates underrepresented at The Bowes Museum and within the heritage sector, including, but not exclusively, those who identify as global majority and/or disabled.

To apply, please send an up-to-date CV and cover letter to hr@thebowesmuseum.org.uk. Your cover letter should refer to the essential criteria noted in the role profile's Person Specification. Please tell us how your specific skills and professional experiences meet the competencies, qualities and experiences required and give examples. If you would like to discuss this role before applying, then please contact us using the email address above and include your contact details.

