
AN EXCITING OPPORTUNITY

APPOINTMENT OF

Head of Marketing Engagement & Audiences



A future-thinking museum of artists, designers, and makers, created to support and uplift people and places.

The story of The Bowes Museum is like no other: uniquely, the idea of a woman, Joséphine Bowes, an artist and patron of the arts. Her determination and passion for creating a museum were shared by her husband John, who was born in Teesdale.

The Museum stands proudly in the heart of Teesdale, an area of outstanding natural beauty.

Mission, vision, and values.

Our mission as a future-thinking museum of artists, designers, and makers is to support and uplift the North East through our spirit of generosity and collaboration.

Through this aim to achieve **our vision** of unlocking people's potential to shape a more interesting, equitable and sustainable world.

Our values underpin our work. We aim to be adaptable, collaborative, creative, experimental, fun, responsible and welcoming.

Collection

We hold the spirit of our founders, Joséphine and John Bowes, within our collections. Joséphine's interests are reflected in the collection, particularly her love of fine porcelain, fashion, and art. She was a recognised artist who acquired the work of her contemporaries during a vibrant cultural period in 1800s Paris. Our collecting policy, associated programming, and display reflect Joséphine's interest in the present and the new, celebrating creativity, design, and artisanship.

Visitor Experience

We seek to welcome all, support and celebrate artists, cultivate creative exchange, deliver inspirational learning, and be a place that is used and loved by the people of Teesdale and visitors from further afield.

We aim to put people first by understanding their needs and motivations. We do this by knowing and speaking to our audiences and making our exhibitions and events accessible, inclusive, and relevant. We view our programming 'in the round' and want to extend it beyond our building. Recognising that engagement is digital and physical, we aim to connect with people where they are. We support artists, makers and designers, current and aspiring, through our programmes, exhibitions and partnerships.

Learning is at the heart of The Bowes Museum. We work extensively with children, young people, educators and older people to raise aspirations and support education for life. Our incredible volunteers are a vital community, working with us in mutually-beneficial ways to support people and places.



Our grounds are a welcoming space for everyone. We have over 20 acres for local people to call their own. They include a mixture of formal planting and woodland arboretum, with avenues of trees and a terrace, from which visitors can admire the spectacular views of the surrounding countryside. Our shop offers unique pieces inspired by our collections and exhibitions and features local artists and makers. As the Museum feeds the soul, our café feeds the body with its wonderful local and seasonal produce championing producers from Teesdale.

Trading and Operations

Today the Museum employs 80 staff and has a growing volunteer community. Our team is responsible for a broad spectrum of work across operations, finances, exhibitions, programmes, commercial activities, marketing and collections. As an Arts Council England (ACE) National Portfolio Organisation (NPO), we are proudly contributing to ACE's 'Let's Create' mission.



Our marketing approach is informed by research and visitor insight. Our audiences' needs, voices and responses are vital to our success. We aim to ensure our audiences recognise and celebrate the Museum and its collections as vital to them. There are many parallels between the time of our founders and issues affecting society today.

The Opportunity

We are seeking candidates for the position of **Head of Marketing Engagement and Audiences**.

It is an exciting time for The Bowes Museum as we develop the organisation, offering an outstanding opportunity to help drive the long-term strategy to ensure our relevance and impact in the years ahead.

Delivering the Business Plan

Following a period of challenge, the board of trustees recruited a new Executive Director and Senior Leadership Team in 2022/23 to deliver a transformation project that would deliver a more stable and future-thinking organisation. A 2023-2028 business plan is in place and significant work has already improved our programmes, community engagement, and museum offer.

We are in a process of transforming the organisation, driven by our vision, mission, aims and objectives that are underpinned by values that have been created with our workforce: Adaptable, Collaborative, Creative, Experimental, Fun, Responsible, Welcoming.

As a leading Museum and Arts Council England National Portfolio organisation with significant projects and programmes underway and more in the pipeline, we need to build positive, long-term relationships with our audiences, and promote our activities effectively and in line with our values.

Marketing, Communications & Audience Development

As a new position, the Head of Marketing Engagement and Audiences will lead and be responsible for the growth of our brand profile and engagement reach, ensuring that we drive visitor footfall and build meaningful relationships with our audiences. They will lead the development, planning and delivery of our engagement strategy for the museum's public and commercial activities.

Role Purpose

- Lead the museum's Marketing Engagement and Audience Development function, ensuring the museum connects and communicates proactively and effectively with new and existing audiences and stakeholders.
- Plan and deliver proactive public relations and media campaigns that build the profile of the Bowes Museum in the north of England, nationally and internationally.
- Grow audience engagement and membership take-up through engaging and cohesive programmes and effective marketing strategies that help meet and exceed visitor numbers, customer loyalty, commercial growth and fundraising targets.
- Undertake rigorous and relevant audience research, data collection and evaluation and generate insight and evaluation reports and presentations that inform marketing automation and targeted communications, programme planning, product development, visitor experience and business strategy.

Responsibilities:

Marketing and Communications

Lead the strategy development and delivery of proactive marketing engagement campaigns and public relations activities across our public and commercial areas.

Working with the Director of Partnerships and Engagement, oversee the management and development of the Bowes Museum brand to ensure it remains fresh, relevant and attractive.

Plan and manage budgets and KPIs (Key Performance Indicators) with the Director of Partnerships and Engagement, including grants, and report on these as required. Ensure budget and KPI planning is informed by evaluation of Mar/Comms activities.

Audience Development

Identify opportunities to engage and grow audiences and our relationship through programming and commercial activity.

Plan and deliver an audience research strategy to understand existing and potential visitors and members' needs, motivations, and appetites.

Lead the growth and maintenance of the membership community through a membership strategy that includes regular and relevant communications and engagement activities.

Visitor Experience

Ensure the start-to-finish visitor journey and experience across all functions and departments is relevant, coherent and effective, supporting people to feel welcome, engage easily in the museum's offer at all points, and create and maintain lasting relationships.

Lead the planning and coordination of an integrated museum visitor programme with department leads, informed and developed by audience data and cultural sector trends.

Evaluate engagement and visitor experience using data and benchmarking, providing reports and insights to colleagues and the senior leadership team to support experience development and programming.

Oversee and support colleagues and teams.

Be responsible for staff management, motivation, leadership, training and development for all direct report teams through a can-do culture of positivity and success.

Qualifications

Desirable - Educated to degree level or equivalent

Essential - Evidence of commitment to continued professional development.

See separate Role Description and Person Specification for full requirements.

Terms of appointment

This role is based at The Bowes Museum,
Barnard Castle, Co. Durham

Contract: Permanent.

Hours: Full-time (37 hours per week).

The salary is £40,000 pro-rata

plus benefits, including:

- 25 days holidays in addition to Bank Holidays (Pro-rata)
- 5% employers pension contribution.
- Discount in the museum's café and our shop.
- Free staff parking.
- Employee Assistance Programme.
- Training and development opportunities.

How to apply

The closing date for applications is 5pm, Monday 13 January 2025.

Interviews will take place on Monday 20 January 2024.

Please submit your CV and a covering letter by emailing them to:
hr@thebowesmuseum.org.uk

We want to hear how you think you are the right person for the role, and why you think we're the right place for you. To give yourself the best opportunity, consider how you fit the Person Specification we've outlined in the Recruitment Pack and Role Description, and share your response in a covering letter, supported by your CV.

To download the full Person Specification visit <https://thebowesmuseum.org.uk/jobs-and-volunteering>

We believe that diversity and equality within our workforce, programmes and approaches are crucial to our mission of being inclusive and relevant to our communities. 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.

**We can't wait to
hear from you.**