

## Job Description

Job Title	Programmes & Marketing Manager
Organisation	Avoncroft Museum of Historic Buildings
Location	Avoncroft Museum, Stoke Heath, Bromsgrove, Worcestershire, B60 4JR
Type	Permanent, part-time 28 hours per week, includes frequent weekends, evenings and Bank Holidays
Rates of pay	£18,500 per annum (pro rata to £14,800 for 28 hours per week)
Reports to	Deputy Director
Responsible for	Young People's Programmes Officer and Adult & Members Programmes Officer, a number of casual Workshop Leaders, a number of casual Event & Weekend Assistant Managers
Job Ref	PMM20

## Job Purpose

The role of Programmes & Marketing Manager is to promote Avoncroft Museum through marketing, programmes of learning and events activities, membership and an active online presence. The work of the Programmes & Marketing Manager will increase the Museum's profile, raise income by delivering profitable programmes, and increase our overall footfall and engagement of visitors, members and supporters.

## Key responsibilities

- Increase overall engagement with the Museum by a wide variety of people, whether through visiting, attending events, workshops or other activities, or through community engagement and outreach
- In liaison with the Deputy Director, propose the overall Museum marketing strategy in line with the objectives of the 20-year Vision and rolling 3-year Business Plan, and (when agreed), implement the Museum's marketing activities through a variety of media
- Deliver all Museum marketing and PR to promote all aspects of the Museum, its ongoing role in preserving and rescuing historic buildings, its collections, projects, membership and programmes
- Promote all the Museums services, including marketing the Museum as a venue for corporate functions and weddings and other hospitality functions, as a filming location and as a venue for specialist and group visits and volunteering opportunities
- In liaison with the Deputy Director, propose and deliver the Museum's overall programmes calendar to reach and engage a variety of identified audiences
- Manage the development and safe delivery of the Museum's learning provision, including a wide range of learning opportunities for all ages
- Develop a sound understanding of our demographic environment and our existing and untapped audiences. Undertake activity to reach new and existing visitors through targeted events and programming

- Act as the Museum's website editor and manager, ensuring content is always up-to-date, attractive and promotes engagement and financial support for the Museum. Liaises with the Museum's external website company to make developments or changes
- Act as Weekend Manager at the Museum one weekend day in eight, as scheduled

## Key Duties

### Programmes

- Plans the Museum's learning and events programmes, having responsibility for the development and delivery of the Museum's main annual events programme and the schools, families and lifelong learning programmes
- Ensures a balance of events and activities for all audiences is safely delivered each year, which reflect the Museum's themes, appeal to a wide range of ages and interests, and which generate income or deliver engagement outcomes as appropriate
- Has overall responsibility for the management of the Museum's events programme and therefore regularly works key events each year (including Bank Holidays), and other weekend and evening events as required, to ensure quality of delivery and to develop knowledge to feed into future programme planning
- Leads on ensuring the Museum has consistent themes/campaign messages across its public programmes and events, retail and catering outlets, marketing and social media. Liaises with staff across the Museum to ensure these themes are delivered in a co-ordinated fashion
- Has overall responsibility for the management of the Museum's learning programmes, ensuring safe delivery of a wide range of learning opportunities for all ages including schools visits, school holiday activities, after school activities, adult leisure courses and heritage skills courses
- Manages the delegated programmes and learning budgets to deliver a year-round events and learning programme which generates income at minimum cost ensuring best use of the Museum's resources
- Co-ordinates, markets and assesses the provision of all learning and events programmes to ensure their appropriateness to the Museum's profile, ongoing financial profitability and their contribution to the Museum's core work
- Ensures that continuous audience analysis and visitor/customer profiling is undertaken at events and on learning programmes to increase our ability to ensure specialist and targeted marketing for future promotion

### Marketing

- Works with the Deputy Director to develop and propose the overall Museum Marketing Strategy in line with the rolling 3-year Business Plan and to achieve the objectives of the 20-year Vision
- Develops annual marketing plans in line with the Marketing Strategy for the promotion of the Museum's work, programmes and services through advertising, PR and online campaigns.
- Assists the Deputy Director with the marketing and programmes elements of forward business planning and forecasting
- Promotes the Museum, its collections and grounds, its ongoing role in preserving and rescuing historic buildings; its programmes and events; its services and facilities, to reach new and existing audiences at national, regional and local levels.

- Maximising the Museum's marketing budgets through working with and training volunteers to undertake promotional activities, direct marketing and researching new opportunities.
- Actively manages and develops the content of the Museum's website to ensure it is one of the Museum's main marketing tools. Further develops the Museum's online presence and increases social media engagement
- Manages the collection, storage and assessment of visitor and customer data to undertake audience analysis, profiling and segmentation. Proposes audience development strategies based on this evidence to broaden existing audiences and reach non-engaging audiences
- Keeps up-to-date with emerging trends, technology and products in the sector and in visitor/customer behaviour to ensure that Avoncroft meets new ways of delivering messages and keeps its image, products and services relevant
- Participates in external surveys that measure our performance against industry standards
- Manages the delegated marketing budget, to promote the Museum throughout the year, making the best use of the Museum's resources
- Ensures consistent use of the Museum's brand and style guides, and their implementation both internally and externally
- Consistently promotes all aspects of the Museum's work including curatorial, collections, volunteering and gardening work, the Museum's services and products (venue hire, retail and catering outlets, corporate use, hospitality functions, specialist and group visits, and filming hire) as appropriate
- Promotes membership of the Museum, and working with the Personnel & Membership Administrator, develops the scheme to increase engagement, add rewards and benefits and increase support and engagement

## Personnel & staff management

- Works to increase the number of Museum volunteering opportunities to support our marketing, learning and event programmes and outreach activities
- Plans work programmes and provides active and supportive management of line-managed staff
- Carries out regular goal-setting and appraisals for their staff teams according to Museum policy
- Fosters excellent co-operative working across the Museum staff and volunteer team on projects or initiatives, to bring together the right combination of skills and knowledge

## Other duties

- Assists the Deputy Director to prepare regular written reports and occasionally reports in person to the Museum's Council of Management on marketing and programmes
- Supports the works of the Director by contributing to grant applications for Museum projects
- Ensures all grants and restricted funds related to areas of responsibility are spent in accordance with conditions
- Represents the Museum at external events and on appropriate sector bodies
- Complies with the Museum's Diversity Policy and all other relevant Museum policies
- Carries out any other duties which are reasonably required by the Director or Deputy Director
- Works weekends, evenings and Bank Holidays when required