

Events and Marketing Co-Ordinator

Avoncroft Museum of Historic Buildings seeks to appoint a dynamic, creative and flexible Events and Marketing Co-Ordinator to support the museum raising its profile and visitor numbers through developing and delivering a varied and engaging programme of activities and events and ensuring a targeted and timely marketing plan is delivered.

Following the Covid-19 pandemic the museum has had to radically restructure in order to both save costs and allow for future expansion of the visitor offer. The recruitment of a new Director in February 2021 was the start of this exciting process to restore the museum to being a popular, financially viable museum and tourist attraction.

With a new senior management team in place, we are now building our delivery teams. This is an exciting opportunity to join the organisation at a time where your creativity, energy and enthusiasm can make a genuine difference to the future success of Avoncroft Museum.

Background

Avoncroft Museum of Historic Buildings is part of a Europe-wide movement of open-air museums, regionally significant, and in its portrayal of vernacular architecture, nationally important. It is an independent museum, receiving no financial support from local or national government. It is dependent on raising all its own income through paying visitors, retail, catering, events, courses, charitable grants and donations and use of the potential of the site.

The buildings that comprise the core of Avoncroft's collections have been given or acquired over 50 years with the aim of saving historic buildings at risk. These buildings, of which 11 are Grade 2 listed and one is Grade 2* listed, sit amongst 19 acres of landscaped grounds and historic gardens.

The museum has a loyal following regionally and surveys show good levels of visitor satisfaction. Locally, the grounds are popular with members, particularly families with young children and dog walkers.

Recent history

In 2017, staff and trustees worked together to produce a long term vision for the Museum which it was anticipated would guide future decisions: <https://avoncroft.org.uk/wp-content/uploads/2019/10/Avoncrofts-20-Year-Vision.pdf>. This was well received by funders, members and supporters. Trustees and senior staff are about to review this document in the light of recent events.

During the Covid-19 pandemic over £300,000 was raised in emergency funds and donations allowing the museum to reopen on a restricted basis in July 2020 and generate some much-needed income in order to keep it a going concern.

At the start of 2021, a number of staff were made redundant in order to secure the future of the Museum. A new Director was appointed in February 2021 to lead the recovery and rebuilding of the Museum.

The focus in 2021 was to be open and to be profitable, which was achieved from May 2021 with minimum staffing and lots of volunteer support. This has ensured that the Museum has a more stable financial basis to build on in 2022.

We now need to grow our staff and volunteer teams to deliver a better service for visitors, including an exciting and varied programme of activities and events to keep people engaged and encourage repeat visits.

Application Process

Application

Please send your CV and a covering letter to us **by email by 9am Monday 1 August**

Please ensure that your CV and covering letter address the Person Specification criteria, as this is what we will shortlist against. Please also explain in your covering letter why you think you are the right candidate for this post.

Covering Letters and CV's to: Commercial@avoncroft.org.uk

Headed: 'Ref: Avoncroft Events & Marketing Co-Ordinator 2022 recruitment'

Shortlisting will take place week beginning **1 August 2022** and shortlisted candidates will be notified as soon as possible thereafter.

Interviews

Interviews will take place **on Monday 8 August 2022**

