

Job Description

Job Title	Events & Marketing Co-Ordinator
Organisation	Avoncroft Museum of Historic Buildings
Location	Avoncroft Museum, Stoke Heath, Bromsgrove, Worcestershire, B60 4JR
Type	Part-time 22.5 hours per week, includes frequent weekends, evenings and Bank Holidays
Rates of pay	£21000 per annum (pro rata to £12,600 for 22.5 hours per week)
Reports to	Commercial Manager
Responsible for	<ol style="list-style-type: none"> 1. Develop, with others, and deliver an agreed multi-media marketing strategy to promote all aspects of the museum's offer including the commercial activities of Avoncroft Enterprises. 2. Support programming planning and delivery in collaboration with all departments under direction by Commercial Manager 3. No direct reports but will be expected to co-ordinate teams of staff, contractors and volunteers to deliver events and services as necessary.
Work pattern	<ul style="list-style-type: none"> • This post will require occasional early morning and evening working to cover special events. • Regular weekend working is expected in this post. • Regular working pattern negotiable.

Job Purpose

The Events & Marketing Co-Ordinator will contribute to the development and delivery of a comprehensive multi-media marketing programme to enhance the positive profile of the museum and the services offered by Avoncroft Enterprises. The role also covers supporting the planning and delivery, to a high standard, of the museum's programmes and events. The successful candidate should demonstrate a creative, proactive and hands on approach to event planning and marketing with an ability to build relationships with our visitors and potential partners to support the museums overall aims.

Key tasks	
Strategy	Actively contribute to the development and delivery of a marketing plan for the Museum as directed by the CM.

	The Museum's focus must be on excellent visitor experience and income generation. All staff are expected to be actively engaged in both planning and delivering it.
Finance	Develop with CM and work within a delegated budget
	Support CM with bidding for grants and delivery of ensuing projects
	Manage contracts such as advertising as directed by CM - Keeping accurate records of purchasing and ensuring the museums financial procedures are followed at all times.
Our People	Manage paid staff and volunteers to deliver specific events and activities as directed by CM
	Develop and maintain a good working relationship with colleagues, volunteers and partners
Operations	Plan coherent and varied annual programme of activities at the Museum in conjunction with other teams. Support delivery of programme and events.
	Open and close the Museum on a rota basis, complying with the operational checklist.
	Undertake front of house roles when cover is required.
Administration	manage contracts relating to marketing and events as directed by the CM
	Ensure timely delivery of reports as required by CM
	Contribute to the management of rotas to support Museum opening and events staffing.
	All staff are expected to undertake their own clerical and financial administration, working collaboratively and co-operatively and fully complying with in-house systems.
	All staff are expected to answer enquiries by phone, online and face to face.
External Relationships	Ensure effective marketing of the Museum and Enterprises offer by delivering a comprehensive and imaginative multi-media campaign.
	Develop positive relations with local, regional and national media.
	Support the CM with engagement at national, regional and local commercial and tourism fora.
	Develop good relationships with suppliers and contractors.

CATEGORY	ESSENTIAL	DESIRABLE
Education and qualifications	<ul style="list-style-type: none"> A-Level or equivalent 	<ul style="list-style-type: none"> Degree Level qualification in relevant field
Experience (paid or voluntary)	<p>At least 1 year experience of delivering events and marketing in a similar environment (charity, visitor attraction, social enterprise etc) at an operational level within the scope of the role, particularly in large scale events and hires.</p> <p>Experience of producing targeted marketing campaigns & promotions for specific audiences with successful results</p> <p>Experience of dealing with an unpredictable, pressured environment with effective time-management and proven ability to prioritise</p>	<ul style="list-style-type: none"> Career in a charity, heritage, leisure or hospitality environment, with a track record of meeting targets. Experience of using Canva, WordPress, Mailchimp, Survey Monkey, etc.

	<p>workload of multiple tasks and projects simultaneously</p> <p>Experience of working within a small team</p>	
<p>Skills and knowledge (these should be evidenced)</p>	<p>Well organised and excellent time management skills with experience of working to tight deadlines</p> <p>A high level of IT skills and recent use of Microsoft Office packages including Word, Outlook, Excel and regular Internet user</p> <p>Excellent communication skills, both verbal and written, with attention to detail and accuracy</p> <ul style="list-style-type: none"> • Active interest in public access to heritage, museums and/or historic buildings • Self-motivated and adaptable • Attention to detail and mindful of the museums objectives. • Manual handling - must be able to regularly lift 10kg - as part of the job • Strongly focused on delivering excellent customer service to all; 	<ul style="list-style-type: none"> • Familiarity with design and content creation software. • Understanding marketing strategy, audience breakdown and trends
<p>Other particular requirements of the job</p>	<ul style="list-style-type: none"> • Flexibility with hours as required by business needs. • Access to own transport. While the Museum is on a bus route the services are not adequate to cover after-hours or call-out duties. • Meet eligibility requirements 	