

## Recruitment of Marketing and Commercial Manager

Avoncroft Museum of Historic Buildings seeks to appoint an experienced, dynamic, energetic and customer facing Marketing and Commercial Manager to develop the Museum's visitor experience and commercial operations as part of an interdependent management team.

We are looking for someone new to join our senior management team at an exciting time, to deliver our ambitious recovery business plan and contribute to planning and delivery for future growth as a popular and financially viable museum and tourist attraction.

We know we have a fabulous core offer – but we need more people to know about it! This role will be responsible for continuing to deliver high quality customer service and developing our commercial offer, but must also be able to effectively market the offer across all channels, including digitally.

### 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 charitable 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. Trading activities are managed through Avoncroft Enterprises, our trading arm. Weddings, conferences, retail and catering are the Museum's biggest source of income, after admissions and grants.

### 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.

Since then there has been a complete change in staffing post-Covid, with a major change in operating environment. The Council of Trustees and the Senior Management Team are in the process of reviewing and refining the 20 year vision – as a new member of the team you

would be coming on board at an early stage of this process and play a key role in developing and delivering future plans.

The post of Marketing and Commercial manager is part of the senior management team which work closely together to support the Director and implement and evolve a recovery plan for the museum, managing a current team of 2 part-time staff together with leading casual staff and volunteer teams and recruiting staff when finances permit.

Please note that while this is a senior management team position, we have a small staff team and all members of staff need to be prepared to be flexible and hands-on in delivery of our day-to-day offer, especially while staffing and budgets remain constrained through the process of recovery.

## Recruitment Process

### Application

Your completed application form and CV must be sent to us **by email by midnight on the 5<sup>th</sup> June 2023**. *Please note that unless the application form is completed, your application will not be considered. A CV alone is not enough.*

Electronic applications to: [officeadmin@avoncroft.org.uk](mailto:officeadmin@avoncroft.org.uk)

Headed: 'Ref: Avoncroft Marketing and Commercial Manager 2023 recruitment'

- Applications will be processed by our business support co-ordinator and those that meet our eligibility criteria will be forwarded to a shortlisting panel, assisted by an external commercial professional.
- Shortlisting will take place week beginning **5<sup>th</sup> June 2023** and shortlisted candidates will be notified as soon as possible thereafter and by 15 June at the latest.

### Interviews

Interviews will take place **Friday 23<sup>rd</sup> June 2023**.

1. Interviewees will be shown round the museum by staff who are able to answer your questions.
2. Interview – Director, and two Trustees. You will be asked to present a 15 minute presentation answering the question 'The Museum has a small but loyal local following, but needs to reach more people in order to recover visitor numbers and take up of commercial offer. What do you think the key challenges are and how would you approach raising awareness of the Museum and its offer to increase the reach?' This will be followed by a discussion and then a range of questions to explore your experience and skills.

### Decisions

1. Following the last candidate's interview, a meeting of the panel you have met will take place to discuss strengths and weaknesses.
2. The final decision will be made by the panel.
3. You will be informed within seven days, subject to references.