

**Communications Lead**

**Job Description and Person Specification**

Post: Communications Lead

Work base: Ripon Workhouse Museum

Salary: £25,000 per annum, pro rata

Hours: Part-time – 26 hrs a week. These hours can be worked flexibility across the week. Some evening and weekend work will be required.

Responsible to: Director of Museums

**Background**

Here at Ripon Museum Trust we are passionate about delivering our Vision to ‘use our heritage assets to inspire people to seek a fairer society’. All within walking distance of one another, the Workhouse, Courthouse and Prison & Police Museums create a rich tapestry telling the complex story of poverty, crime and justice. Woven from the lives of the real people who were judged, housed and punished within these institutions, these museums offer visitors a unique insight into Victorian society.

Our Mission is:

* To use **the unique trio of the Workhouse, Prison & Police and Courthouse Museums**, our collections and the stories they tell to **help people explore big issues** such as **fairness, equality, justice and welfare**.
* Through excellent engagement, programming and outreach together we will **inspire people to become compassionate and active citizens**, shaping society for the better.
* To work for greater participation in our heritage which will **enrich lives and improve wellbeing.**
* To **work as** **one team**, with **volunteering** integral to our organisation.
* To **make a positive impact on the** **cultural and economic capital** ofRipon and its region

This is a fantastic time to join our friendly team. We have exciting times ahead, with significant funding from two national funders. Ripon Museum Trust is an Arts Council England (ACE) National Portfolio Organisation, and we’re passionate to play our part in delivering their ‘Let’s Create’ Vision and Strategy 2020-2030. Annual funding from ACE enables us to create high quality cultural programming for harder to reach audiences and develop our organisation to be more dynamic and sustainable in the long term. We are also embarking on a transformational £3.3m project, funded by The National Lottery Heritage Fund and others that promises to reinvigorate our visitor experience and the impact we can make to our communities.

**Job Description – Purpose/scope, duties and responsibilities**

**Purpose/scope**

This post will lead, develop and deliver Ripon Museum Trust’s Communication and Marketing plan, with a focus on maximising our digital content and public relations activity to drive visits, raise the profile of the museums and increase income.

You will lead on developing and delivering the communications and marketing plan for all three of our museums, and connect people with our themes of poverty, welfare and fairness. By working creatively and collaboratively with a wide team of staff and volunteers, you’ll be responsible for using audience insight and an understanding of our stories and themes to create engaging well planned content that helps to deliver our vision and mission, drives visits and puts Ripon Museums on the map! You’ll also provide marketing support for our income generating activities such as events, venue hire and membership.

Inclusivity is extremely important to us here at RMT, therefore you’ll be a real people-person who can engage with a wide range of audiences and staff.

We aim to deliver more impact to our communities, and this means working with partners to deliver programmes that really make a difference. In your role, you will identify and deliver partnership communications activity that adheres to both organisations brand and funding requirements.

The post holder will build capacity, develop and support a team of marketing and PR volunteers to assist with all aspects of the marketing role.

**The post-holder will be required to:**

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| * Develop an annual Communications and Marketing plan, creating integrated marketing activity across several channels that drives visits to all three of our museums and raises our profile.
* Develop a strategic approach to creating clear and relevant marketing messages that resonate with our audiences, raises our profile and drive visits to the museums. This will include public fundraising appeals.
* Deliver activity that supports income generation such as venue hire, paranormal and events.
* Utilise photography and video skills to create content for our website and social media channels.
* Delivers printed marketing material, either in house via Canva or through a design agency, that appeals to our audience segments.
* Ensure our marketing communications deliver the funding requirements of Arts Council England and The National Lottery Heritage Fund.
* Lead project teams of staff and volunteers on all marketing and PR campaigns
* Oversee the management of our social media, website, leaflet, mailing list, blogs, newsletter
* In the event of a crisis (external and internal) oversee all messaging and manage the marketing and communications response.
* Build and maintain good relationships with media outlets to ensure we get the best possible media coverage.
* Build and maintain good relationships with local and regional tourism networks and bodies and key stakeholders to ensure we get best possible market intelligence support, profile and joint working.
* Work with the Visitor Experience & Volunteer Manager to target recruitment of new volunteers into the Trust and work with the Trust’s Volunteer Marketing Team to deliver excellent and cost-effective marketing approaches.
* Prepare reports for the Board and senior management team as required on progress.
* Manage the budget lines delegated to the post.
* Attend relevant exhibitions, fairs and other promotional events to represent and promote Ripon Museum Trust.

Note: Notwithstanding the Job Purpose and Duties & Responsibilities included in this job description, the post-holder must be prepared to undertake additional tasks, duties and responsibilities at the request of the Director and that fall within the strategic objectives of the Ripon Museum Trust. There is a requirement to be available to work occasional weekends on the front line with visitors and on call, on a rota, with relevant training and as appropriate. |

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| **Person Specification:**  | **Essential** | **Desirable** |
| **Knowledge and Experience** |
| Experience of working in a Marketing and Communications role | **🗸** |  |
| Experience of developing content to engage with a range of communities, community groups, non-visitors and specialist audiences. | **✓** |  |
| Experience of budget management |  | **✓** |
| Experience of working in a heritage/museum and/or a cultural/arts organisation |  | **🗸** |
| Experience of working with volunteers | **🗸** |  |
| Experience of working in a customer facing role |  | **🗸** |
| Experience of public fundraising campaigns |  | **🗸** |
| Experience of delivering printed materials, and using Canva | **🗸** |  |
| **Personal Skills** |  |  |
| High standard of written English | **🗸** |  |
| Experience of using content management systems | **🗸** |  |
| Ability to embody the values of the Trust (Ambition, Learning, Teamwork, Community, Fairness) | **🗸** |  |
| Excellent persuasive oral and presentational communication skills  | **🗸** |  |
| Ability to work under pressure to meet objectives and to work to deadlines | **🗸** |  |
| Able to work creatively and flexibly  | **✓** |  |
| Commitment to personal professional development, quality improvement and high standards of presentation. | **🗸** |  |

Ripon Museum Trust is an equal opportunity employer. We welcome applications from all suitably qualified persons regardless of their race, gender, disability, religion/belief, sexual orientation or age

This role is based in the museum with some working from home and hybrid working supported. We understand how important work/life balance is for wellbeing and are open to considering a variety of options, including hours of work, work patterns, secondments and job shares.

Ripon Museum Trust is an equal opportunity employer. We positively encourage applications from all areas of the community regardless of race, sex, disability, religion/belief, sexual orientation, age or gender identification. This is part of our commitment to equality and reflects the diversity of our population.

**PLEASE NOTE**

While we are primarily advertising this role as a direct employment by the Trust however we would also welcome applications from anyone who would be interested in delivering this role as a freelance contractor, job share, secondment or other flexible arrangements. If you are interested in this, please contact Alexa Vernon at alexa.vernon@riponmuseums.co.uk to discuss details.

**Method of Application:**

If you are interested in this position, please complete the application form on our website [www.riponmuseums.co.uk](http://www.riponmuseums.co.uk) showing how you meet the criteria for the position by midnight on Sunday 12 January.

Interviews are anticipated to take place on Wednesday 22 January. Please send the completed application form to Alexa Vernon, Director of Museums at alexa.vernon@riponmuseums.co.uk or Alexa Vernon, The Workhouse Museum, Allhallowgate, Ripon, HG4 1LE. ***Please do not send a CV – it will not be used for shortlisting***.

If you’d like to find out more about the role before applying please contact Alexa Vernon via email in the first instance to arrange the best time to chat.