

THE LIBRARY AND MUSEUM OF FREEMASONRY

Marketing and Audience Development Executive

Role description

The purpose of the role is to grow and diversify the audience for the Library and Museum of Freemasonry (LMF) in line with strategic priorities through marketing, communications and outreach.

The post-holder will report to the Director of LMF.

No prior knowledge of freemasonry is required.

Key responsibilities:

- Work with the Director, staff team, stakeholders and consultants to help define and deliver an audience development strategy for LMF
- Develop and deliver a marketing plan to promote the museum, library, archive and Letchworth's shop to target audience segments – to include advertising, print, listings, partnerships and digital marketing
- Manage the budget for marketing and promotion
- Coordinate the commissioning of a new visual identity for LMF working with an external creative agency
- Manage website content ensuring accuracy and relevance, and coordinate the procurement and delivery of a new website
- Work with the Visitor Services Manager to develop LMF's social media reach
- Set up and edit an e-newsletter
- Manage press activity and maximise opportunities, including devising stories, writing press releases, coordinating press previews and procuring specialist press support
- Conduct or commission, analyse and use audience research as required
- Devise and deliver outreach activities to engage target audience groups
- Recruit and manage Marketing Volunteers
- Organise images for promotional use, commissioning new photography as required
- Collect and interpret statistical data to evaluate the effectiveness of audience development activities
- Work with LMF colleagues to help ensure the public programme of exhibitions, events and services is effectively tailored to target audiences
- Coordinate with colleagues in the United Grand Lodge of England as required
- Any other duties appropriate to the role as required

Person specification

(E) means Essential; (D) means Desirable

Qualifications

- Educated to degree level (E)
- A marketing qualification would be an advantage (D)

Experience

- Significant experience of marketing and audience development within a museum, arts or heritage context, including digital marketing (E)
- Developing, delivering and evaluating marketing plans (E)
- Coordinating design and print (E)
- Managing web content (E)
- Working with creative agencies (E)
- Procurement and contract management (D)
- Specifying and commissioning websites (D)
- Devising advertising campaigns (D)
- Working with volunteers (D)

Knowledge

- Thorough knowledge of best practice in museum marketing and communications (E)
- An understanding of the London cultural attractions market and how to channel communications to reach target segments (E)
- A strong understanding of brand (E)

Skills

- Ability to communicate effectively with people at all levels (E)
- Excellent written English (E)
- Good visual literacy (E)
- Demonstrated creativity in devising marketing and audience development initiatives (E)
- Excellent planning, organising and time management (E)
- Ability to work as part of a team (E)
- Data analysis and interpretation (E)
- Highly numerate with demonstrated ability in budget management (D)
- Project management (D)

Hours of work

35 hours per week, to include occasional weekends and evenings as required.

Salary and benefits

Salary: £32,000

Defined contribution pension scheme

Private healthcare

Interest-free season ticket loan