

JOB DESCRIPTION

The Organisation

Ditchling Museum of Art + Craft is a small cultural venue in the Sussex village of Ditchling. It is an independent museum, registered as a charity. The museum reopened in summer 2013 following a major capital redevelopment project part-funded by the Heritage Lottery Fund. The museum tells the story of the artists and craftspeople who lived and worked in the village. Ditchling Museum of Art + Craft's permanent collection includes the work of Eric Gill, Frank Brangwyn, David Jones, Ethel Mairet, Val KilBride, Charles Knight and Edward Johnston. The Museum receives about 15,000 visitors a year. This post will help us maximise the commercial potential of the Museum and ensure we always provide excellent visitor services.

Key Tasks and Responsibilities

Strategic Planning

Working closely with the Director to:

1. Devise and implement strategic press and marketing plans for the organisation's programme, working with relevant staff.
2. Establish and deliver an Audience Development Strategy that underpins the aims and objectives of the organisation – including a focus on diversity, access and reach.
3. Support income generation from commercial areas of the organisation including retail, café and hires through targeted marketing.
4. Work with the Development Manager on communications to support our fundraising, including individual giving and relationships with friends, patrons and other supporters.
5. To work collaboratively with local arts and public organisations, to capitalise on co-promotional opportunities.

Brand identity

1. To ensure the clarity and consistency of the organisation's brand identity through overseeing all areas of communication including marketing material, website, social media, promotion and publicity, developing internal systems for copywriting and proof-reading and other systems as appropriate.
2. To be responsible for all front of house, digital and printed promotional signage.
3. To promote Ditchling Museum of Art + Craft's facilities and to raise awareness of the building's accessibility and architectural/design heritage.

Press

1. To be the key press contact for the organisation, developing strong relationships, building Ditchling Museum of Art + Craft's contact database, and responding to press queries.
2. To be the main point of contact to welcome members of the press, including setting up interviews and photoshoots as required.

3. To liaise with colleagues and artists to produce press releases in a timely manner for long and short lead publications.
4. To manage our relationship with an external PR consultancy for individual exhibitions as commissioned.

Digital

1. To oversee the update and development of the museum's website and digital profile and presence.
2. Work with colleagues to devise and deliver innovative creative content and cultural learning material.
3. To oversee the digital image database.
4. To create and/or commission short films for use on the museum's digital channels.
5. To update the Front of House 'What's On' screen.

Writing, editing and proofing

1. Edit and proof-read all external press and communications to ensure a single voice and formatting that is relevant to the target audiences.
2. Edit and write copy as appropriate for the museum's programme marketing materials (currently press releases, What's On brochure, ebulletin, preview invite, posters, promotional leaflets).

Production and Design

1. Manage production schedules, coordinating with external design companies, colleagues and Director for all printed and digital marketing materials including the museum's website.
2. Manage mail-outs and strategic distribution of above, liaising with external companies.
3. Work with colleagues as required to coordinate documentation through photography, audio and broadcast.
4. Co-ordinate the design, negotiate prices, and book spaces for any advertising.
5. To create advertisements using relevant design tools.

General

1. To monitor the Communications Budget and work with the Director to oversee and set new and existing communications budgets.
2. To work closely with our General Manager and FOH team to ensure key messages are presented front of house.
3. To learn about the museum's Permanent Collection of objects, communicating the stories and biographies of the core Ditchling artists to a wider audience.
4. To ensure the museum's communications activity remains compliant with General Data Protection Regulations 2016 and Privacy and Electronic Communications Regulations 2003.
5. To research current practice in communications, representing the organisation externally and ensuring that the museum remains up to date with new initiatives and communication methods to support our programme and audience development objectives, especially in the digital realm.
6. To recruit and manage volunteers and interns as appropriate, in consultation with the Director.

7. Keep up to date with contemporary arts communication relevant to the work of the museum.
8. Undertake other duties as may be required to ensure the smooth running of Ditchling Museum of Art + Craft.

Person Specification

1. Experience of working in a communications role within the cultural or digital media sector including working with the Press and Media.
2. Strong understanding of local, national and international press systems and culture.
3. Knowledge of the museum/visual arts sector and current best practice in communications and marketing.
4. An understanding of audience development and its relationship to programming and marketing.
5. Proven track record in implementing and delivering a Communications Strategy in order to engage new and existing audiences.
6. Experience of working closely with design agencies on producing organisation collateral.
7. First class copywriting and proofreading skills.
8. Strong IT skills, including Microsoft and Adobe packages or equivalent design tools.
9. Graphic design skills, using Adobe Creative Suite programmes; Photoshop, Illustrator, Indesign (or equivalent).
10. Experience of managing and developing websites.
11. Excellent communication skills both orally and in writing.
12. Collaborative team worker.
13. Highly organised, good time management and ability to work on own initiative.
14. Ability to work to deadline and budget.

Additional Information:

Reporting to: Director.

Hours: Part time, 3 days (21 hours) per week.

Normal office hours are 9 – 5.30.

Some evening and weekend working will be required. Flexible working can be negotiated within reasonable parameters. As this is a part time role days of work will be agreed with the successful candidate

Line managing: Occasional volunteer/s.

Contract period: This is a fixed term contract for 12 months with potential for extension.

Salary: £20,000 - £25,000 depending on experience pro rata. (FT 35 hours per week).

Holidays: 20 days p.a. plus 8 statutory bank holidays pro rata.

Notice period: 2 months.

Ditchling Museum of Art + Craft is committed to access, equality and social inclusion. We are an equal opportunities employer and welcome applications from all suitably qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation or age.

How to apply:

Send a CV including details of current salary, a letter of application detailing your suitability for the role paying close reference to the person specification (2 sides of A4 Max), plus an example of a press release or other equivalent content you have produced in a previous role, together with the equal opportunities monitoring form to: steph@ditchlingmuseumartcraft.org.uk

By 5pm on **Monday 12th November.**

Interviews will take place on Monday 19th November at Ditchling Museum of Art + Craft, Lodge Hill Lane, Ditchling BN6 8SP

If you have any questions, please contact Steph Fuller, Director and CEO, Ditchling Museum of Art + Craft at the email address above.