

# DITCHLING MUSEUM OF ART+CRAFT

**Job:** Digital Communications Co-ordinator

**Based:** Ditchling Museum of Art + Craft, Lodge Hill Lane, BN6 8SP, with the option of some home working

**Salary:** £25,480 FTE (pro rata – 2 days a week)

**Hours:** Part time. 14 hours per week. Some flexibility and out of hours working may be required

**Reports to:** Audience Development and Communications Manager

**Start date:** ASAP

## Job Purpose

Ditchling Museum of Art + Craft are looking for a Digital Communications Co-ordinator with an enthusiasm for the arts and heritage to work closely with the Audience Development and Communications Manager to raise the profile of Ditchling Museum of Art + Craft, generating new audiences and helping position the museum as an unmissable destination.

## Key Tasks and Responsibilities

The successful candidate will support the museum's marketing and audience development work across all exhibitions, public programming and outreach activity.

Working as part of a small but thriving team, the role includes:

- Supporting the development and delivery of all marketing activities focussing on developing audiences and increasing visits
- Supporting the creation of engaging content for the museum's social media channels
- Supporting the development of a new Digital Strategy for the museum
- Gathering and managing visitor data
- Updating the museum's website and ticketing site Art Tickets
- Creating the museum's monthly newsletters on Mailchimp
- Supporting the delivery of press campaigns
- Performing any other duties as required which are commensurate with the level of responsibility

## Person Specification

### Essential Skills and Experience

- At least 2 years' relevant experience in the arts, cultural or heritage sector
- Excellent copywriting and proof-reading skills with proficiency in creating content for different channels
- The ability to plan creative communications with demonstrable knowledge and experience of digital content creation
- Experience using cross-platform social media scheduling tools

- Experience using website content management systems such as WordPress
- Experience using email marketing platforms such as Mailchimp
- Excellent attention to detail with a good eye for design and presentation
- Ability to work collaboratively in a small team
- Excellent initiative and the ability to work independently
- Good time management with the ability to work efficiently and to tight deadlines
- An enthusiasm and commitment to the arts

### Desirable Skills and Experience

- Experience of audience data collection and analytics
- Experience of working with national and local press
- Experience of managing paid social media campaigns
- Graphic design skills and experience using software such as Photoshop or Canva

### **How to apply**

Submit a CV and cover letter detailing your suitability for the role (no longer than 2 sides of A4). Be sure to respond to each point in the Person Specification. Submit along with a completed Equal Opportunities monitoring form to [abby@ditchlingmuseumartcraft.org.uk](mailto:abby@ditchlingmuseumartcraft.org.uk) by 5pm on Monday 29 April 2024.

Interviews will take place at Ditchling Museum of Art + Craft on Tuesday 7 May.

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.

Please complete the [Equal Opportunities Monitoring Form](#). This will be stored anonymously and not used as part of the application process.

This role is a fixed-term contract for 1 year, with the possibility of extension.

Please note, Ditchling Museum of Art + Craft is a rural venue.

We are happy to accommodate hybrid working in this role, however the successful candidate will be required to work on site at least one a day a week. Working days are negotiable.