

Marketing Manager (Part-time, Maternity Cover)

Jane Austen's House Museum is seeking an experienced Marketing Manager to deliver superb marketing, press and development communications.

Located in the Hampshire village of Chawton, near Alton, the Museum is open throughout the year, welcoming an average of 40,000 visitors annually with an aspiration to significantly develop this over the coming years.

The Museum is a registered charity and is financially independent. You will enter the organisation at an exciting time as the Museum undertakes a Heritage Lottery Fund Resilient Heritage project and begins a phased programme of buildings conservation and re-interpretation.

The role is part time (24 hours a week). The post-holder will be required to work occasional week-ends, early mornings and evenings.

Salary: Pro-rated according to a full-time salary in the range of £33,500 per annum and an annual leave entitlement of 33 days per annum to include Public and Bank Holidays.

The role will be subject to a DBS check.

Applying for the post of Marketing Manager at Jane Austen's House Museum

Please send your CV, a covering letter - explaining why you are applying for the post and how you meet the person specification - and the names of two referees, in an email addressed to Dr Mary Guyatt, Director, at gill.stanton@jahmusm.org.uk. Please include 'Marketing Manager' in the subject line.

The closing date for applications is **9:00 am on Tuesday 7th May 2019**

Interviews will take place in Chawton on Tuesday 14th May 2019.

We will not accept late applications or respond to unsuccessful ones.

Job Description

Purpose: Through effective and timely management of marketing, media and events, the Marketing Manager will play a vital role in the success of the museum by executing communications across a variety of online and offline channels; generating a regular stream of positive media coverage; increasing public awareness of, and therefore visitor numbers to, the Museum and through the successful delivery of events and fundraising communications.

Reports to: Director

Responsible for: Marketing & Brand Officer

Main Responsibilities

Marketing Management:

Marketing

- To fulfil the current Annual Plan for marketing including: managing printed marketing and distribution; planned online and offline advertising placements; existing offers and concessions (e.g. Winter Weekday 2 for 1 offer); direct communications including the Museum's e-newsletter and any planned partnership marketing activity with third parties
- To be responsible for the overall Editorship, news and event content of the Museum website, and to proactively identify and/or gather such content
- To work closely with the Brand & Marketing Officer to plan and generate social media content across three platforms (Facebook, Instagram and Twitter) with a purpose to engage with new and existing audiences, increase general awareness of the Museum as well as to promote the Museum's events programme and fundraising activities
- To ensure that the Museum's messaging and branding is consistent throughout all communications
- To liaise with the Brand & Marketing Officer on the design of adverts and additional promotional material
- To maintain relationships with key local tourism partners and attend relevant meetings where possible
- To be responsible for onsite communications
- Following a detailed handover from the Marketing & Development Manager, to implement the revised Marketing Strategy following the Museum's recent Marketing consultancy as part of the Heritage Lottery Fund's Resilient Heritage Project
- Following a detailed handover from the Marketing & Development Manager, to work alongside key members of the team to roll out the Museum's rebrand following a Brand consultancy as part of the Heritage Lottery Fund's Resilient Heritage Project

Media

- Through close liaison with the Director to generate media interest in agreed priority activities (will include special events; fundraising initiatives; special projects) through generation of press releases and press photographs; proactive media contact and responding to media enquiries
- To maintain a database of local and national media contacts to support press releases and press events
- To work closely with the Brand & Marketing Officer to ensure media assets are regularly reviewed and updated
- To file media coverage and share internally as well as across the Museum's digital platforms
- To host and manage the booking of press visits
- To liaise with the Director and / or Collections Manager to book in press interviews and / or filming
- To be the on-site media co-ordinator/contact on the occasion of pre-booked filming and special events/activities where the media is present
- To maintain strong relationships with the Museum's Ambassadors and work alongside the Director to develop the Ambassador programme

Event Management

- To lead on the promotion, event planning and event management (but with staff and Trustee support) of a range of events including:
Planned events such as Jane Austen Regency Week (June) and the TE Carpenter Lecture (November) and other key events
- To work alongside colleagues to implement, manage and promote the 2020 Events Programme

Fundraising Communications

- With the Director to maintain a database of contacts, stakeholders and donors/supporters to ensure that it can be used to support event invitations and fundraising communications
- To lead on fundraising communications for 'Jane's Fund', the individual giving appeal, this will include updating content on the Museum website; broadcasting messages about the Appeal via social media; issuing press releases at strategic moments in the campaign; responding to fundraising enquiries and the provision of suitable fundraising materials (leaflets and on-site signage) as required
- To lead on communications for specific fundraising campaigns as required
- To act as liaison with any third parties that are collaborators on or supporters, this could include companies; individual celebrity ambassadors; local partner organisations, to ensure that such collaborations are a success
- To support the Director with appeals for key acquisitions that may arise during the year

General

- To line manage the Marketing & Brand Officer
- To contribute to and write reports for Trustees and fundraisers
- To ensure brand consistency and that any publicity material has the appropriate funder and partner logos included
- To undertake training as a Duty Officer and be listed on the Museum's Emergency Plan
- To recruit and supervise volunteers or assistants
- To manage delegated budgets

Terms

The post is a maternity cover and is for eleven months from July 2019 with the option of extension depending on the length of maternity leave eventually taken by the Marketing Manager.

Person Specification

The ideal candidate will be a proactive and organised communications professional with experience of running marketing campaigns across online and offline channels. They will have a passion for sharing Jane Austen's House Museum's unique story with a range of audiences including the media; the wider public; potential funders; existing donors and visitors.

The successful candidate will have a positive 'can do' approach to their work; strong communication skills; exceptional attention to detail; will be administratively self-sufficient and will enjoy working as part of a small team to drive excellent results.

Experience / Specialist Knowledge Required:

- Minimum 5 years' experience of managing marketing communications across online and offline channels
- Experience of working with the media
- Proficient in the use of social media and digital marketing platforms
- Strong news sense with a passion for sharing stories with a range of audiences including the media and the public
- Event or project management experience

Skills Required:

- Strong relationship management skills to maintain key stakeholder relationships
- Excellent networking skills to identify and develop contacts
- Able to work flexibly, in cross-disciplinary teams and alone, using initiative
- Efficient and well-organised with the ability to manage multiple projects and priorities
- Strong communication skills
- Copywriting: superb written skills with the ability to generate new content and edit existing content
- Proofreading skills
- Excellent administrative skills and attention to detail
- Line-management
- Ability to work at certain events in the evening and weekends and to commit to some flexible working

Other Desirable Attributes:

- Experience of managing marketing communications in a heritage / visitor attractions or tourism environment
- A knowledge and interest in Jane Austen and her life
- Specialist knowledge of history, heritage, museums / galleries, literature, Jane Austen and related areas
- Strong local and national media contacts
- Experience of delivering communications support to a fundraising appeal or to a fundraising team

Further Information

Jane Austen's House Museum is one of the most important literary sites in the world. While living here Jane Austen revised her earlier works, *Sense and Sensibility*, *Pride and Prejudice* and *Northanger Abbey* and wrote three new novels, *Mansfield Park*, *Emma* and *Persuasion*, and began the unfinished *Sanditon*. She enjoys iconic status and her home attracts visitors from all around the world. As such the museum has an important position within the national heritage and is Grade I listed. Visitor numbers average around 40,000 per annum, and in 2017 the Museum received over 55,000 visitors marking the bicentenary of Jane Austen's death.

The Museum has a small but important collection, including letters written by Jane Austen and personal effects belong to her and her family, such as jewellery, first edition books, a set of family music

books, furniture and textiles. Many other items are on loan to the Museum from private collections and organisations. Awarded a Heritage Lottery Fund Collecting Cultures grant in 2014, the Museum is increasingly at the fore of institutions collecting and safeguarding Jane Austen's material culture.

Jane Austen's House Museum runs a thriving learning programme. Education groups vary in size and in age from primary school children to university undergraduates and adult learners. In recent years we have partnered with the British Library for work with KS3-5, facilitated by one of our Trustees, Professor Kathryn Sutherland at the University of Oxford.

Jane Austen's House Museum was managed by the Jane Austen Memorial Trust from 1949 until 2014 when a new Charitable Incorporated Organisation (CIO) was formed. Over recent years a programme of trustee renewal has taken place, the staff structure has been reviewed with new job descriptions issued and a suite of policies developed for the new CIO. The Museum is Accredited by the Arts Council England.

The Museum is led by the Director, supported by a team of 17 staff (10.5 FTE) covering visitor services, learning, administration, marketing, facilities management, retail, finance and fundraising. The museum is stewarded by a large rota of volunteers.

There is a daily Duty Officer who has responsibility for first aid, fire and other emergencies. Several staff share this role on a rota basis. The Museum is open each year from February to December, with a closure for stock-taking and maintenance in January.

Please see our website for other information about the Museum: [**www.jane-austens-house-museum.org.uk**](http://www.jane-austens-house-museum.org.uk)