

<b>Job Title</b>	<b>Head of Business and Marketing</b>
<b>Organisation</b>	Avoncroft Museum, Stoke Heath, Bromsgrove, Worcs., B60 4JR
<b>Location</b>	Avoncroft Museum
<b>Type</b>	Permanent, 21 hours per week – 3 days a week 9am to 5pm Occasional weekend and evening work
<b>Rates of pay</b>	£19,000 (pro-rata)
<b>Reports to</b>	Director
<b>Job Ref</b>	HBMMay2013
<b>Closing Date</b>	Friday 28 <sup>th</sup> June 2013

### Job Purpose

- To promote the Museum, its events, services and products to appropriate audiences while making the best use of the Museum's limited marketing resources
- To generate income through Avoncroft Enterprises and by developing new business initiatives.
- To ensure the Museum's visitor and customers services are delivered to a high level and exceed customer expectation.
- To act as senior manager and lead the Business and Marketing team

### Job Description

#### Marketing

- To set marketing strategies and plans with the Director and to lead their delivery through advertising and PR with the Business and Marketing team
- To be responsible for all Museum marketing whether electronic or otherwise and approve all marketing and PR content.
- To ensure consistent use of the Museum's brand and its implementation both internally and externally
- To liaise with other staff and volunteers to agree marketing across the Museum.

- To manage and ensure the Museum's website is up-to-date and is the Museum's main marketing tool alongside relevant social media tools
- To prepare regular written reports and occasionally to report in person to the Museum's Council of Management on Museum marketing
- To promote the Museum and its ongoing role in preserving and rescuing historic buildings to regular audiences through Friends/Members/Volunteer newsletters, social media updates, press releases etc
- To promote the Museum's annual event programme, formal and informal educational services and the Museum's shop and tea room.
- To promote the Museum as a conference and wedding venue and filming location.

#### Avoncroft Enterprises

- To oversee the provision of all Museum hospitality, customer and visitor services and work with the relevant post-holder to develop these products.
- To prepare an Avoncroft Enterprises forward strategy for approval by the Avoncroft Enterprises Management Board.
- To lead the delivery of the Enterprises Strategy with the Business and Marketing Team.
- To liaise with the Museum's outside suppliers, to ensure excellence in delivery to all the Museum's customers and to develop Avoncroft's reputation as a quality venue.
- To increase the Museum's earned income through new hire and trading opportunities
- To report progress to Avoncroft Enterprises Board.

#### Fundraising

- To work with the Development Manager to ensure they have all the necessary marketing tools required to fundraise for the Museum

#### Finance

- To manage the agreed marketing budgets to promote the Museum throughout the year on a national, regional and local level.

- To oversee the financial targets for Avoncroft Enterprises and ensure the managers are able to utilise their budgets to generate the most income
- To promote the museum widely through free media opportunities including editorial coverage, local radio, articles in specialist magazines, e-shots, joint tourism promotions etc.
- To work with the Finance Manager to ensure good financial procedures for quoting, collecting deposits and invoicing for all corporate and private hire of Museum facilities.
- To generate new income ideas and ensure high quality product delivery from concept to launch in liaison with other Museum staff across the Museum.

#### Management

- To act as senior manager to the Catering Manager and Visitor Services Manager and work with these managers to ensure they achieve the most from their teams and outlets.
- To deputise (with the Project and Interpretation Manager) for the Director in their absence.
- To manage the Customer Services and Marketing Officer to support the delivery of the Business and Marketing Teams goals and the Avoncroft Enterprises strategy.
- To actively use Museum's volunteers to support the Business and Marketing team in delivering its goals.
- To act as an inspirational leader ensuring effective communication between teams and team members.
- To attend Senior Management Team meetings and assist with the management of the Museum as a whole.
- To participate in and contribute to meetings and plans designed to ensure the effective management and growth of Avoncroft Museum as a whole.

#### Other

- To carry out other duties which may arise from time to time and which may reasonably be expected by the Director. This list is neither complete nor exhaustive.

## **Education and Qualifications**

- Educated to degree level or equivalent in appropriate subject (Essential)
- Qualifications gained in a relevant field (Business Management, Marketing) (Desirable)
- Current valid driving licence (Essential)

## **Relevant Experience**

- At least two years experience working in a relevant role (marketing, operations management, business development)
- Proven experience of management of staff or volunteers and motivating teams (Essential)
- Experience of carrying out a similar role working in a comparable museum/heritage or other charitable/public sector environment (Desirable)
- Experience of managing budgets (Essential)
- Strong administration and technical skills, use of all Microsoft Office programmes (Essential)
- Experience of delivering high quality customer service both personally and through a team (Essential)

## **Abilities and Skills**

All of the following are essential requirements of the job.

- Good written and verbal communication skills
- Good time management and organisational skills
- Excellent IT skills including competence in Microsoft Office applications
- Ability to use website background tools e.g. Wordpress, HTML and use of social media

- Enthusiasm, energy, patience and understanding
- Able to work as part of a small team and prioritise work loads
- Able to relate well to and communicate with all sections of the general public
- Able to co-ordinate, motivate, enthuse and manage people
- Able to maintain high standards of presentation

## Eligibility Requirements

Working at Avoncroft and this post are subject to some eligibility requirements. It is your responsibility to prove that you meet them:

### Age requirements

Applications for this post must be over the age of 18. There's no upper age limit for applying and there is no default retirement age.

### Nationality requirements

You must be a British citizen, an EC/EEA national or a Commonwealth citizen or foreign national with no restrictions on your stay in the United Kingdom or your right to seek paid employment. You must produce your passport if the Appointing Officer asks to see it.

### Criminal Record requirement

*The Children Act 1989 and the Rehabilitation of Offenders Act 1974 (Exemptions) Order 1975 (as amended)*

Because this post requires you to have contact with children and vulnerable adults through Museum events, school visits, volunteering programmes and generally by being in contact with younger visitors, you are therefore required under the *Rehabilitation of Offenders Act 1974 (Exemptions) Order 1975 (as amended)*, to reveal any criminal convictions, bindovers or cautions, including those which would normally be regarded as spent.

In addition, under the *Disclosure of Criminal Background of those with Access to Children (Children Act 1989)*, you will also be subject to a Criminal Records Bureau Disclosure.

You will be asked to complete a disclosure application if offered the post. All such offers are deemed conditional upon satisfactory disclosure. This form and any subsequent disclosure from the Criminal Records Bureau will be treated as strictly confidential.

The disclosure of a criminal record, or other similar information, will not debar you from employment unless the Appointing Officer considers that the conviction renders you unsuitable for this appointment. In making the decision, the Appointing Officer will consider the nature of the offence, how long ago and what age you were when it was committed and any other factors which may be relevant.

Your referees will also be advised that the post for which you are applying is exempt from the Rehabilitation of Offenders Act 1974 and that it is not, therefore, in any way contrary to reveal any information they may have concerning convictions which would otherwise be spent and which they may consider relevant to your suitability for employment. Failure to declare a conviction, caution or bindover which later comes to light will ordinarily result in summary dismissal.

#### Health requirement

The successful application will be required to complete a health questionnaire.

#### Previous applications

Applicants who have previously applied to Avoncroft Museum for employment are eligible to re-apply. The successful candidate will be chosen based on performance at interview and best match for relevant experience and qualifications needed for this post.