

Job description

Title:	Marketing & Communications Officer
Department:	Business & Development
Responsible to:	Marketing & Communications Manager
Salary:	£20,600 per annum
Hours:	37.5 hours per week, Monday to Friday (occasional weekend or evening work may be required)
Holiday:	25 days' holiday plus 8 days' public holidays

About the American Museum & Gardens

The American Museum & Gardens is truly unique. Founded in 1961 to bring American history and cultures to the people of Britain and Europe, it is the only museum of Americana outside the US.

Set within a Grade 1 listed Georgian manor house on the edge of Bath, the Museum houses fascinating period rooms and a remarkable permanent collection of folk, decorative arts and cultural objects, showing the diverse and complex nature of American traditions, focused primarily on the 14th-20th centuries.

A separate Exhibition Gallery offers two showcase exhibitions per year, covering a diverse range of subjects including fashion, photography, art, American culture and family-friendly shows. Throughout the year there's a programme of exciting events offering concerts, outdoor theatre, family activities, workshops, talks, a wellbeing programme, a Christmas illuminations trail, and new in 2022, a three-day summer festival of music, comedy, and food.

The Museum is situated within a Georgian estate of 125 acres of historic parkland, ancient woodland and formal gardens, with a gallery shop, café and Children's Garden. Located in the Cotswold Area of Outstanding Natural Beauty and Area of Special Scientific Interest, the countryside views across the Limpley Stoke Valley from the lawns and café terrace are unrivalled.

In recent years the gardens surrounding the manor house have been developed as *The New American Garden*, the first European commission for renowned US landscape architects Oehme, van Sweden. The design is characterized by large swathes of grasses and fields of perennials, a planting style made famous by the OvS founders, and includes a replica of George Washington's garden at Mount Vernon and an Arboretum.

The American Museum & Gardens is a registered charity governed by a Board of Trustees. The organisation receives funding from foundations membership, patrons, sponsors and individual donors, and generates additional income through paid admissions, cafe, shop and events.

About the role

The Marketing & Communications Officer role will support marketing and PR across all Museum activities, reporting to the Marketing & Communications Manager.

Press & Marketing

- Providing press & Marketing support for events, exhibitions, lectures and other activities at the museum
- Sending images and press information to media
- Responding to general media enquiries, and proactively seeking opportunities for editorial coverage
- Drafting press release and marketing copy
- Coordinating photography for events and exhibitions
- Lead on installation and regular checking and keeping onsite marketing materials up to date
- Organise the distribution of marketing materials

Social Media

- Working with the Marketing and communications manager to develop social media content
- Content creation (photography, film, editing skills and social media knowledge would be a bonus)
- Identification of suitable imagery
- Scheduling posts across social media platforms
- Responding to social media enquiries (on a duty rota shared with the Marketing & Communications Manager)
- Editing the website
- Building and editing marketing newsletters

Job activities may vary and evolve over time to meet business needs.

Other

- Promote and support the charitable aims of the organisation
- Take positive action to promote Equal Opportunities in all aspects of the organisation
- Agree to abide by organisational policies such as Health and Safety, Safeguarding etc.
- Maintain confidentiality in all areas relating to the organisation
- Maximise income and minimise expenditure whenever possible
- Undertake any other duties appropriate to this role
- To be flexible and to undertake any other reasonable duties

Personal specification

Essential:

- Exceptional written and verbal communication skills
- Bundles of enthusiasm, creative ideas, and a proactive attitude
- Ability to plan and prioritise a demanding workload and meet deadlines
- Conversant with Microsoft Outlook, Office, Word and Excel
- Excellent organisational skills and strong attention to detail
- Strong interpersonal skills, able to relate effectively and appropriately to a wide range of people
- Demonstrable/practical digital skills and an/or interest in digital culture
- Meticulous attention to detail and strong proofing skills

Desirable:

- Previous experience working in marketing or PR within an arts/heritage organisation/cultural sector
- Basic graphic design and/or photography skills
- Experience of working with a media database, use of social media and Mailchimp

Other information

The American Museum & Gardens is committed to safeguarding and promoting the welfare of children, young people, and vulnerable adults, and expects all staff members to share this commitment.

This role may be subject to a basic Disclosure and Barring Service (DBS) check. If called for interview you will be asked to disclose details of any convictions which are not yet spent.

The American Museum & Gardens is an equal opportunities employer.

Benefits for working at the American Museum include:

20% discount on purchases in our café and 10% discount in our shop

Free parking

Free hot drink and cookie each day from The Garden Café

Free entry to the museum for you and your immediate family, and 6 guest passes

25 days annual leave

Substantial pension scheme of up to 10% basic salary

To apply

To apply please send a CV and covering letter outlining how you meet requirements of the role, together with a completed Equal Opportunities Monitoring Form to amelia.christmas@americanmuseum.org or by post to The American Museum & Gardens, Claverton Manor, Bath BA2 7BD.

Closing date for applications: Midnight on Sunday 12 June 2022