

## Job Description

### Job Title

Apprentice (Digital Marketing & Fundraising)



### Job Purpose

To support People's History Museum's (PHM) vision of being the 'go to place' for democratic engagement and the home of ideas worth fighting for, through supporting business development activity that is essential for the successful delivery of the museum's Business Plan.

**Responsible to:** Head of Business Development

**Contract:** Fixed Term (18 months initial contract)

**Salary:** c. £17,000

**Hours of work:** 35 hours per week flexitime

### Key Areas of Responsibility

This job description defines the roles and responsibilities of the Apprentice (Digital Marketing & Fundraising) in relation to PHM's Business Plan. It complements more detailed tasks and priorities developed as part of regular work planning and annual performance reviews.

### Resilience

To support the museum with successful fundraising and digital activities to achieve the ambition and aims of PHM's Business Plan through:

- Assisting marketing activities connected to digital fundraising campaigns
- Creating relevant digital content for the museum's platforms
- Organising meetings and preparing presentations and documents
- Communicating with existing and potential corporate sponsors
- Assisting in the preparation of funding and award applications (off and online) with research activity and supporting documents
- Delivering the administration of the Join the Radicals individual giving campaign with accurate record keeping, database and CRM documentation, and supporter and donor communications
- Maintaining digital records to help with data collection
- Assisting the Communications & Marketing Team to develop the museum's understanding of audiences
- Assisting the Head of Business Development and the Director to deliver fundraising events

### Programming and Curatorial focus

- To support the programme-led approach and the development of the museum's assets and collections through assisting on fundraising activities

### Profile & Advocacy

- To support the communication of the museum's brand as the national museum of democracy
- To support the Communications & Marketing Team to raise the profile of the museum services, collections and the programme-led approach
- To support the development and delivery of external partnerships to increase the profile and reach of the museum with audiences and stakeholders

## **Engagement**

- To be aware of the museum's commitment to being relevant and accessible to existing, new and diverse audiences
- To deliver gallery tours or audience surveys as required

## **Governance**

- To be aware of the role of PHM's Board of Trustees, assisting with meetings and events as required
- Assisting in the preparation of quarterly fundraising information to inform reporting to the Board of Trustees

## **Organisational Change**

To be an active member of the Business Development Team through:

- Supporting all team operations as required, completing any duties assigned by the Head of Business Development commensurate with grade and salary
- Working collaboratively so that all PHM teams understand profit for purpose and ensuring that business development, fundraising, communications and marketing complement and contribute to PHM's Business Plan

To support the development of a flexible and empowered organisation in which the contribution of staff and volunteers is maximised, and all staff are engaged with PHM's Business Plan through:

- Keeping abreast of new technology in particular computerised systems and be prepared to undertake agreed training
- Contributing to PHM's digital systems as appropriate; performing all tasks in compliance with General Data Protection Regulations (GDPR)

## **General**

- To undertake other duties as required and as commensurate with the level of responsibility
- To perform all tasks in line with the museum's Equal Opportunities, Environmental and Health and Safety policies
- Time off in lieu will be given for occasional evening and weekend work
- 22 days annual leave, plus bank holidays

Where the post holder is disabled, every effort will be made to supply all necessary aids, adaptations or equipment to allow them to carry out all the duties of the job. If, however, a certain task proves to be unachievable a job redesign will be pursued.