



PEOPLE'S  
HISTORY  
MUSEUM

# People's History Museum

## Recruitment information

Communications & Marketing  
Officer

July 2021



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# Letter from the Director

This is an exciting opportunity to join People's History Museum (PHM) as a member of the Development Team delivering high-quality communications and marketing content. As the museum builds on its remarkable success and achievements to date and looks ahead, this role will help transform and shape an even stronger and more impactful organisation for the future.

In early 2020 the museum celebrated its tenth birthday in its current home (as well as marking thirty years in Manchester) and work started on a 2020-2030 vision process to take the museum into its next decade and beyond. This role will work with members of the team across the whole organisation, including the museum's Senior Leadership team, the wider staff team, volunteers, stakeholders and partners.

Day to day, you will deliver a wide range of high-quality and impactful communications across our platforms, including PHM's social media channels. You will create, edit and deliver content to help us engage audiences with PHM's vision and mission, and to deliver the aims and priorities of the museum's Business Plan. You will seek and seize the best opportunities for PHM to ensure engagement: for people to book a visit, attend an event or exhibition, engage online, revisit the museum, donate, hire or make a purchase. You will recognise the opportunities for us to use our voice as the national museum of democracy, to inspire action in a way that reflects the stories that we share and communities we work with. Specifics will include running PPC advertising, creating assets, e-newsletters and updates.

We're looking for someone with strong brand awareness and audience development focus to help us reach larger and more diverse audiences for the museum and our digital content. You'll work with the Communications & Marketing Manager to identify the best ways to use our different channels to share our unique and inspiring stories and develop our profile and position at both national and regional levels. Working with the museum's Communications & Marketing Manager, the Communications & Marketing Officer will deliver high-quality and impactful communications to engage audiences with PHM's vision and mission through advertising, digital media, social channels, website and PR. The person appointed will play a crucial role in helping to achieve the museum's vision to challenge inequality and apathy and inspire positive action through the inspiring stories of activism told at PHM.

We look forward to receiving your application.

Best wishes,

A handwritten signature in black ink that reads "K. Ashton". The signature is written in a cursive, slightly slanted style.

Katy Ashton  
**Director**

# About People's History Museum (PHM)

People's History Museum is the **national museum of democracy**, telling the story of its development in Britain: past, present, and future. The museum provides opportunities for all people to learn about, be inspired by and get involved in **ideas worth fighting for**; ideas such as equality, social justice, co-operation, and a fair world for all.

The museum currently welcomes a local, national and international audience (totalling 125,000 people each year) as well as reaching people online through digital activities. We are keen to involve audiences and communities in all aspects of PHM's work and to use models of co-curation, collaboration and crowdsourcing when developing and delivering the museum's programmes. Engaging people directly in the work of the museum helps to build a passionate and committed audience who become supporters and advocates for PHM, while also ensuring PHM is representative of many different communities and is able to provide an inclusive space for their voices, their stories and their ideas.

Over the coming three years PHM's innovative programme led approach will be exploring some important subjects and issues relevant to us all today including migration (extended into 2021), disabled people's rights and activism (2022 to 2023) and environmental activism.

PHM has an annual turnover of around £1.5 million, employs 36 members of staff and has a team of freelance staff, Community Programme Team members, and volunteers. PHM is funded by Arts Council England (ACE) as a National Portfolio Organisation (NPO) and by the Greater Manchester Combined Authority (GMCA) Culture and Social Impact Fund. These two core funders provide a combined total of 50% of the museum's funding which is further supported by trust and foundation fundraising, individual giving, sponsorship and PHM's wholly owned subsidiary, the National Museum of Labour History Trading Company, which operates the running of the shop, cafe and venue hire service.

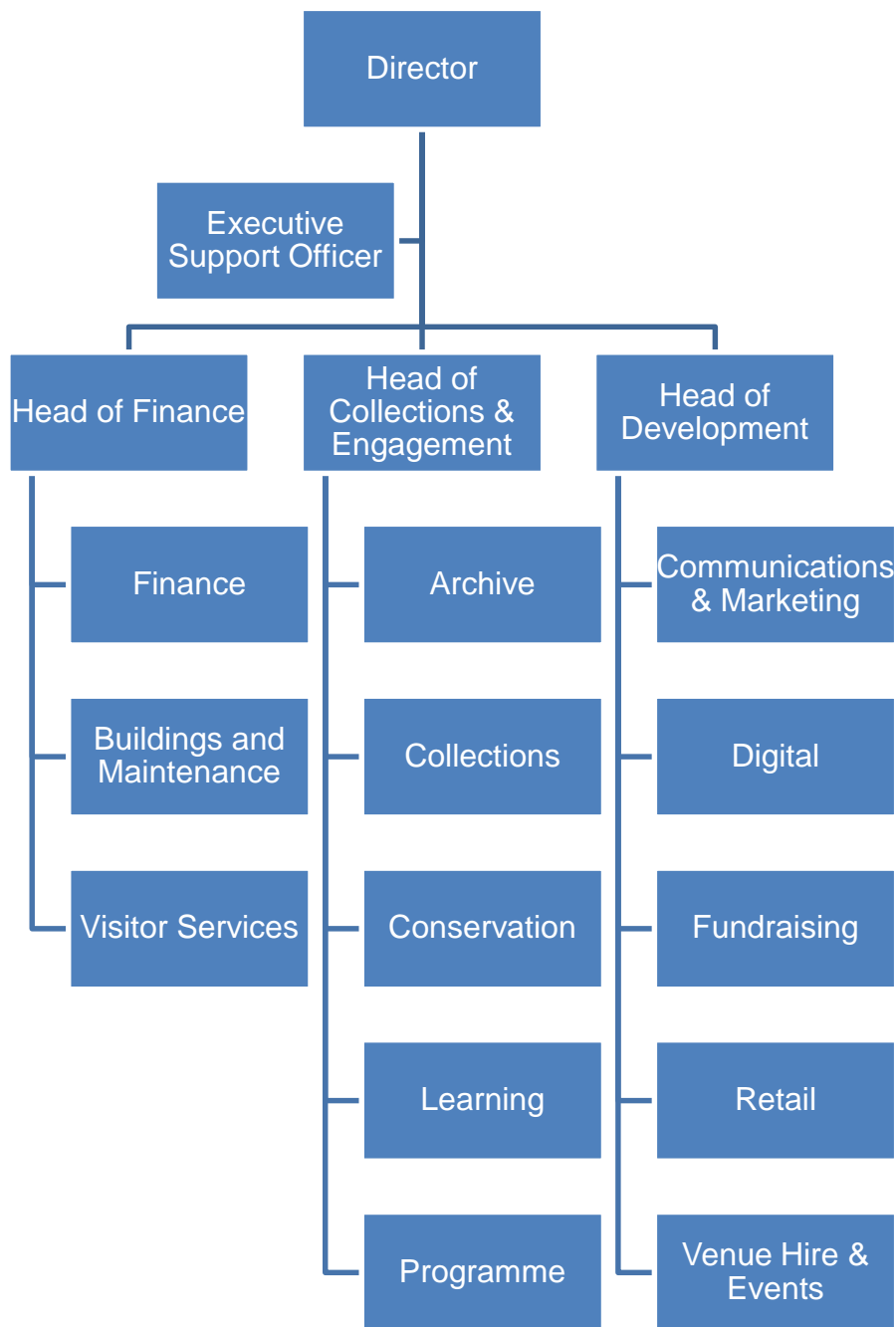
The museum is an independent museum, charitable trust and company limited by guarantee. The museum has a [Board of Trustees](#) as well as a Trading Company Board and an Audit and Risk Committee.

In early 2020 the museum celebrated its tenth birthday and marked thirty years in its Manchester home. The work on its 2020-2030 vision may have been interrupted by the Covid-19 pandemic, but the museum still has ambitious plans for the coming years; to scale up our work, to reach larger and more diverse audiences, to deliver on a national and international level, to push ourselves with digital technology and to achieve an even bigger impact for our audiences and communities through all that we do.

In 2021 PHM will continue to recover from and respond to the Covid-19 pandemic which will continue to have an impact on audience engagement, income streams and online engagement for some time. The museum has so far responded with resilience and with creativity; continuing to be committed to community collaboration and co-curation. Emergency funding and support has been crucial and there will continue to be a job to do in securing income in the short, medium and long term.

The museum team will look ahead to create shared Business Plans for 2021-2022 and 2022-2023 in the first half of 2021, as well as thinking about the bigger picture and a clear shared vision for the impact that PHM wants to make on the world. .Download [PHM's 2018-2021\(pre-pandemic\) Business Plan](#) and an [Impact Report](#) produced in February 2020 to mark PHM's tenth birthday in its current home.

# PHM's structure



The Senior Leadership Team consists of the Director, Head of Development, Head of Collections & Engagement and Head of Finance, supported by the Executive Support Officer.

The Management Team consists of the Archive Manager, Communications & Marketing Manager, Conservation Manager, Network Manager and Engagement Manager.

# Job description:

## Communications & Marketing Officer

**Salary:** £22,627 (Grade 5)

**Contract:** Full time, fixed term for 12 months (with possible extension)

**Hours:** 35 hours per week, with flexible working and consideration of job-share

**Annual leave:** 24 days (plus bank holidays)

**Responsible to:** Communications & Marketing Manager

**Responsible for:** Supervising volunteers and placement students where appropriate

**Location:** People's History Museum with partial home working available.

**Other benefits:** Pension with GMCA pension fund; 20% discount in PHM shop and Open Kitchen Cafe & Bar; flexible working policy.

## Job purpose

The Communications & Marketing Officer will deliver high-quality and impactful communications to engage audiences with PHM's vision and mission through advertising, digital media, social channels, website and PR.

## Key responsibilities

To promote People's History Museum to existing, new and more diverse audiences by:

- Supporting the development and delivery of opportunities to raise awareness of the stories of the museum's areas of activity, including learning, permanent and temporary exhibitions, events, collections, conservation, archives, venue hire, shop and cafe
- Supporting the development and delivery of Audience Development strategies based on visitor research to ensure they are informed by visitor profiles, trends and feedback
- Supporting the development and delivery of a range of marketing activities focussing on developing audiences and increasing visits
- Working closely with colleagues in other teams to proactively develop and gather content for digital and physical communications and marketing
- Supporting the museum's relationship with a PR company (Fido PR), to oversee all PR; proactive and reactive
- Supporting the development and delivery of internal and external partnerships to increase the profile and reach of the museum with audiences and other stakeholders.

To champion the application of the museum's brand by:

- Supporting the implementation of the museum's brand as the national museum of democracy
- Supporting the development and delivery of a range of marketing activities with strong brand awareness

To provide the widest audiences access to the museum by:

- Supporting the implementation of the Digital Plan and development of digital strategies, communications and activities that promote dynamic digital engagement by audiences
- Monitoring and responding to social media channels
- Planning, editing and creation and use of digital content across PHM channels
- Supporting collection and analysis of data for online engagement and providing reports for colleagues and key stakeholders
- Supporting the effective implementation of the CRM system
- Supporting the museum's relationship with a Web Developer (Powered by Reason)

To keep up-to-date with developments in the museum and heritage sectors and ensure the museum embraces best practice in response to locally and nationally recognised initiatives

To keep up-to-date with developments with the ever-changing world of digital media, embracing best practice to widen engagement and awareness of PHM

To represent the museum at meetings and conferences as required

To deputise for the Communications & Marketing Manager as required

To support the effective operation of the marketing function by:

- Assisting with the creation of reports; internal and external
- Overseeing photography used for marketing – and ensuring copyrights are adhered to
- Helping to capture and assess the impact of activity generated through the marketing and PR activity
- Being the eyes and ears of the organisation and the team

## **Other duties**

- To perform all tasks in line with the museum's policies, including Equal Opportunities
- Environmental and Health and Safety policies
- To keep abreast of new technology, particularly digital systems and be prepared to undertake and champion training as required
- To deputise for the Director in appropriate areas
- To contribute to PHM'S CRM system as appropriate; performing all tasks in compliance with General Data Protection Regulation (GDPR)
- To perform any other duties as required which are commensurate with the level of responsibility

# Experience, knowledge and skills

To deliver this role successfully, you'll need to demonstrate the following:

## Experience

- Experience in an arts / cultural marketing role delivering marketing and communications plans including digital strategies in support of organisation objectives
- Experience planning, editing and creation and use of great, high-quality content (images, copy, videos)
- Experience delivering using different channels (web, social media, email) in line with house style
- Experience running and monitoring PPC advertising (e.g. Google AdWords, Facebook, Instagram and Twitter) as part of campaigns
- Experience in the collection and analysis of data for online engagement
- Experience working with designers and photographers
- Experience in reputation management.

## Knowledge and Understanding

- Sound knowledge of current principles and practice of effective communications and marketing
- Knowledge of how to present mobile first content and awareness of the importance of user experience
- Strong understanding of the importance of online search engine visibility and ways to promote visits to PHM's website and social media channels
- Clear understanding of different audiences and the application of audience segmentation to support the programme team and to promote through all appropriate channels
- Understanding of brand management and its practical application and use
- Knowledge of relevant legislation: data protection, accessibility and copyright

## Skills and Abilities

- Attention to detail with a good eye for design and presentation
- Excellent written and verbal communication skills, ensuring the right tone of voice, brand, look, feel and messaging
- Ability to spot potential risk to reputation and escalate appropriately
- IT, photo-editing and multimedia skills (Microsoft Office, Canva, Photoshop). The ability to select and resize images, make gifs and ideally carry out basic video edits
- Ability to use and edit digital media (and other marketing channels) effectively including content management systems, an understanding of key words and tagging
- Ability to report on analytics and use and interpret data to understand audiences
- Ability to motivate others to spot opportunities for content and identify the best ways to use our different channels
- Ability to work well under pressure and manage and prioritise workload
- Ability to work flexibly within and across teams



## How to apply

- Download the [application form](#) filling it in referring to the job description and person specification demonstrating how you fulfil the criteria
- Email completed application forms to Charlie Corkin, Executive Support Officer at [charlie.corkin@phm.org.uk](mailto:charlie.corkin@phm.org.uk) by **9.00am on Monday 26 July 2021**. Please get in touch if you require the application form in a different format
- If you are unable to email your application please post a hard copy to Charlie Corkin, People's History Museum, Left Bank, Spinningfields, Manchester M3 3ER
- Interview date: **Tuesday 3 August 2021** (online)

**Please indicate on your application form if you are unable to make the interview date.**

For enquiries relating to the post or your application, please contact [charlie.corkin@phm.org.uk](mailto:charlie.corkin@phm.org.uk).

## Diversity

As an equal opportunities employer, PHM prides itself on being a welcoming and inclusive organisation, committed to advancing equality and diversity in the broadest sense. We value the benefits that diverse perspectives bring to PHM's work for all people to learn about, be inspired by and get involved in ideas worth fighting for; ideas such as equality, social justice, co-operation, and a fair world for all.

We recognise the organisation currently under-represents people of colour, disabled people, and LGBTQ+ people and those with intersecting identities in our workforce; PHM is actively working to address this and encourage applications from these backgrounds. While the successful candidate will be selected purely on merit, in the event of a tie between two candidates with equal experience, we may select a candidate who helps PHM better represent the communities the museum serves.