

**VACANCY: Acting Museum Manager, Event, Marketing & Fundraising Officer**

RESPONSIBLE TO: Museum Executive Committee

**Introduction:**

Erasmus Darwin House, an independent Museum and registered charity, is looking for an Acting Manager for six months to cover staff absence. This is an exciting opportunity to take a central role in both managing and promoting this busy heritage site. The position requires someone with exceptional interpersonal skills to deal with our volunteers and the general public; someone interested and enthusiastic to work with our small and dedicated team in the day to day running of operations and events and someone focused in planning for our future.

The position entails organising our tours, corporate, wedding and occasion hire, but also includes all aspects of admin and general office duties. An important part of the role is devising a programme of events, running and marketing vital fundraising events to make a real and proven difference to the sustainability of the Museum. Proactively marketing those events, tours and fundraising activities through social media and all aspects of online and print promotion. The applicant will be responsible for devising and undertaking both traditional and digital media marketing and PR activities in order to raise the profile of Erasmus Darwin House at a local and national level. We would expect the right candidate to demonstrate responsibility, flexibility and exceptional organisational skills, with an experience of managing a team and to act as duty manager for the Museum when required. The role also involves reporting to our Board and liaising and working in partnership with other tourist and heritage sites in the City and beyond.

We need an enthusiastic and dedicated individual who will be committed both to maintaining professional standards and developing our team and vision as well as a willingness to work flexibly when necessary.

The successful applicant will:

- Be experienced in managing and working with a diverse team, preferably in the heritage sector
- Have a proven record of fundraising skills
- Be skilled at time management: able to deal with interruptions, have the organisational skills to manage many varied tasks in any one working day, prioritise workloads and work to critical deadlines
- Be a supportive self-motivated person who works well in a team environment as well as able to work on their own initiative
- Demonstrate flexibility, initiative and a willingness to accept responsibilities
- Be an excellent communicator with good negotiating and networking skills: able to display tact, firmness, imagination and enthusiasm when dealing with potential clients and when developing and planning events
- Be able to plan, develop and run successful fundraising events, where attention to details is paramount
- Be fully computer literate and able to manage the Museum's website and social media output and manage all marketing, traditional and digital



Hours: 4 days per week (30 hours) - must be available to work weekends and evenings (taken as time in lieu)

Salary: £12.00 per hour

Applications must be in writing and reach us by 19th January 2018. Job descriptions available on request.

Interviews will be held on the 26<sup>th</sup> January or as soon as practicable thereafter with a view to an immediate start.

Please send applications by post only (no email) to Mrs J Arthur, Erasmus Darwin House, Beacon Street, Lichfield, Staffordshire WS13 7AD. Applicants should include a full CV and a detailed covering letter (responding to the job description) outlining how and why they are suitable for the position.

## **JOB DESCRIPTION FOR ACTING MUSEUM MANAGER, EVENT, MARKETING & FUNDRAISING OFFICER**

### General and Admin

- First point of contact for phone calls, emails etc
- All aspects of general office administration
- Liaising and working alongside staff and volunteers
- Keeping the diary up to date with all events, meetings and bookings
- Act as Duty Manager for the Museum
- Work in accordance with our health and safety policies and our procedures
- Cleaning when necessary
- Manage and coordinate suppliers and all event, wedding, bookings logistics such as venue preparation and arrangement, staffing, catering, travel. (this may include moving of tables and chairs)
- Be prepared to attend internal and external meetings where appropriate and help in the preparation of reports
- Carry out visitor analysis to inform future initiatives

### Marketing

- Develop and implement a coherent and manageable marketing plan promoting the Museum's offers for events, weddings, occasion and corporate hire and education
- Identify and reach target audiences through research and networking
- Research venues, suppliers and contractors in direct competition with EDH to inform pricing and marketing strategies
- Promote all aspects of the museum by implementing the marketing mix - social media, online and print marketing – including the production of a monthly newsletter, website updates etc
- Liaise with other heritage and tourist sites to promote the Museum by attending meetings and events

### Corporate and Occasion Bookings

- Follow up on all enquiries promptly and in a professional way, show potential clients around the Museum, answering queries, problem solving and working through to a confirmed booking
- Develop an understanding of the corporate business in order to effectively adapt and develop our offer to increase bookings through marketing and promotion
- Effectively use our booking system and keep accurate and up to date records of bookings, updating the diary
- Maintain effective communication with colleagues at all times to ensure the smooth running of bookings

- Help prepare rooms for corporate bookings and order catering etc
- Check all bookings in the diary are up to date

#### Events

- Assist in the devising of fundraising events
- Assist the Staffing of events, which will include evenings and weekends
- Update the diary with events
- Evaluation of events to inform future planning

#### Group Bookings and Tours

- Show a proactive approach in discussions with prospective clients and follow up leads
- Liaise with other heritage sites regarding group visits
- Facilitate group books and order catering, if required
- Maintain a booking system for volunteer tour guides

#### Weddings

- When required, show prospective clients around and discuss our facilities
- Promote weddings and occasions at Darwin House through all forms of traditional and digital media with a view to increasing bookings
- Help facilitate and staff weddings when required

#### Education

- First point of contact for school enquiries to then be passed on to the Education Officer
- Liaise with Education Officer regarding promotional material and advertising of our education facilities
- Update the diary with school visits and education bookings
- When required help prepare the House for school visits