

JOB DESCRIPTION

Post title:	Communications and Marketing Officer
Responsible to:	Museum Director
Department:	Bethlem Museum of the Mind
Contract Type:	Fixed term, 9 months
Hours:	Part-time, 2 days per week (with some flexibility)
Salary:	£7,500
Period of appointment:	Fixed-term: 25 th June 2018 until 25 th March 2019 with possibility of extension
Location:	Bethlem Museum of the Mind, Bethlem Royal Hospital Monks Orchard Road, Beckenham, Kent BR3 3BX

This freelance contract runs from the week beginning 25th June 2018 until 25th March 2019 to cover the development and delivery of a marketing and communications plan for the following:

- *Schools and CPD programme 2018-2019*
- *3 x temporary exhibitions*
- *Public events programme*
- *Artist in Residence programme*

The fixed fee, including all expenses, is £7,500, which will be paid in instalments:

25% to be paid on appointment

50% to be paid half way through the contract following a progress report and evaluation

25% to be paid upon completion of the contract in March 2019

Appointment is subject to DBS clearance.

Bethlem Museum of the Mind holds the collections of the Bethlem Royal Hospital, Warlingham Park and Maudsley Hospital. Starting life as a priory in 1247 ('The Order of St Mary of Bethlehem'), the hospital has been located on four different sites. Once known as the notorious 'Bedlam' in the 1700's, the hospital gained notoriety, its name synonymous with chaos and mayhem. The third site at St George's Fields, now housing the Imperial War Museum, began to focus on a growing understanding of mental illness and the care of patients, with an emphasis on recovery. Today we continue this tradition, with both patients and members of the public enjoying over 250 acres of green space.

The Museum of the Mind aims to encourage people to talk about mental health; our interactive displays consider contemporary issues relating to mental health, using archival material, objects and artworks to generate discussion and debate. We are proud to have been shortlisted as finalists for Art Fund Museum of the Year 2016, just a year after we moved into our new museum, a stunning Art Deco building, once used by the hospital as its administrative block. To complement our permanent gallery, we host three temporary exhibitions a year, inspired by our collection and archive. We also programme an activity

programme to reflect the '*Five Ways to Wellbeing*' identified by the South London and Maudsley NHS Foundation Trust, the Museum's governing body. We work in association with Bethlem Gallery, whose contemporary art display and studio is located on the ground floor.

Main Job Purpose

The Communications and Marketing Officer will work closely with the Museum Director, Archivist, Project Manager (Public Programmes) and Learning and Outreach Officer to develop and deliver a communications strategy to promote the museum and our wide range of income-generating and free events for our diverse onsite, local and national audiences, including talks, courses, workshops, exhibitions, tours and symposia on a range of aspects of mental health, history, literature and visual culture.

Key Responsibilities

- To provide communications and marketing support to the Museum Director and Project Manager (Public Programmes), managing the digital communication and promotional print distribution for events and exhibitions.
- To work with the Learning and Outreach Officer to coordinate the website blog, e-newsletter and social media, ensuring the Museum's digital profile is well-maintained and up-to-date.
- To work closely with colleagues to develop a PR strategy for Bethlem Museum and its programmes including bringing your own ideas to the design and development of digital and print marketing campaigns.
- To ensure any 3rd party websites are accurate and convey the right image and contain up to date photographic content etc.
- To communicate via social media platforms, scheduling regular posts to encourage engagement and planning and delivering social media campaigns.
- To arrange for the design and print of all promotional material e.g. bookmarks, exhibition leaflets, flyers etc. as well as designing and positioning onsite posters.
- To maintain marketing databases and manage distribution of mail-outs.
- To write press releases and build relationships with media contacts.
- To contribute to the ongoing evaluation of the objectives, content and delivery of programmes and exhibitions and associated communications and marketing campaigns.
- To identify opportunities to promote Bethlem Museum and its activities e.g. national awareness days etc.

General

- To work closely with and provide ad hoc cover and support for other team members as required.
- To carry out any other duties appropriate to the post as agreed with the Museum Director including helping at events and working alongside volunteers.
- To keep up-to-date with developments in digital media and ensure the Museum embraces best practice.
- To undertake other duties which may be reasonably requested by the Director and which are compatible with the overall scope and authority of the role.

Person Specification

Qualifications:

Essential Educated to Degree Level or equivalent, with evidence of further research, study or training undertaken

Desirable Demonstrable interest in art, history, literature and mental health

Experience:

Essential

- Relevant experience working on communications and marketing in a gallery, museum or similar environment.
- Experience of creating and managing social media content.
- Experience of updating websites and writing blog posts.
- Experience delivering print marketing campaigns.
- Competence with Google, Facebook, Twitter and Instagram analytics and understanding of how to measure and evaluate social media metrics.
- Experience with event promotion and bookings, and familiarity with Eventbrite and CMS management.
- Highly effective interpersonal communication skills, including the ability to communicate diplomatically and effectively at all levels, both internally and with external contacts.
- Strong written communication skills, with close attention to detail and the ability to write clearly and tactfully.
- Excellent organisational and planning skills, coupled with the ability to work calmly under pressure and to tight deadlines in a busy environment.
- A creative, problem-solving approach, and the confidence to develop ideas independently as well as part of a team.
- Ability to multi-task and work on several projects at the same time.
- A demonstrable ability to use initiative, good judgment, anticipate issues and find effective solutions.
- A flexible approach to work, including ability to work evenings and some weekends to deliver events.

Desirable

- Knowledge of literature, history, visual art and mental health
- A wide network of contacts