



TORQUAY MUSEUM



Role Description – Events, programme and marketing Officer

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| Role title: | Growing Museums Events, programme and marketing officer, MRF2 project |
| Reporting to: | Basil Greenwood, Director, Torquay Museum |
| Location: | Torquay Museum base with travel to Brixham and Torre Abbey Museums |
| Salary: | £27,000 Per annum pro rata |
| Hours per week: | 30 |
| Holiday Entitlement: | 28 days P/A pro rata including public holidays |
| Status: | This vacancy is on a Fixed Term Appointment basis for 12 months from appointment |
| Closing date: | 27 February 2017 |
| Interview dates: | Week beginning 6 th March We will notify by e-mail whether you have been successful or not in gaining an interview. |
| Job contact: | employment@torquaymuseum.org |

Key purposes of the role:

The purpose of the post is to develop and deliver a programme of fee-paying events across Torquay Museum, Torre Abbey and Brixham Museum, specific to audience and identity needs. The post holder will work in close partnership with the Volunteering Officer and Development Officer to form relationships beneficial to the new programme and to build events capacity through a sustainable volunteering framework.

The post holder will work with the MRF 2 project team including the Development and Fundraising Officer, volunteer officer to ensure alignment of programmes of activity with key operational staff across the three museum sites and the MRF project board. The post holder will be responsible for project monitoring and reporting relevant to the events programme of activity. The post holder will also work in collaboration with key local and regional partners and networks including the South West Museum Development Programme in order to both access and contribute to the development of the sector.

Key result areas:

1. To review current and planned events programmes across three sites and evaluate alignment with target audience segments and museum identities.
2. To develop and implement an enhanced events programme across three museum sites, specific to audience and identity needs.

3. To work with Development Officer to identify potential relationship-building drivers for long-term development and philanthropy.
4. To identify and acquire funds to deliver a growing events programme from diverse income streams, including sponsorship, ticket sales and grant-raising.
5. To work with existing staff across three sites to plan, implement and evaluate strategic marketing campaigns for events programme.
6. To develop the skills and knowledge of museum staff and volunteers in order to support increased events delivery and programming.
7. To manage, as appropriate, contracts relating to events planning and implementation, sponsorship and grant income in compliance with the Trust's procedures and protocols.
8. To engage with regional cultural initiatives as appropriate.
9. To attend 'out of hours' events, as appropriate to job purpose, with due notice. TOIL is negotiable with your line manager.
10. To carry out all other duties consistent with the job purpose as required by the Growing Museums Project Manager.

Role competencies:

To be considered for this post you will need to demonstrate the following competencies:

Essential

Knowledge and experience

- Proven track record in developing exciting and financially sustainable events programmes for diverse audiences.
- Experience of managing logistics of events, including planning, staffing, commissioning suppliers, and evaluation.
- Competent in managing budgets and financial income from events.
- Significant experience of planning and managing successful marketing campaigns for events programmes, including both print and digital promotion.

Abilities and aptitudes

- Excellent communication skills, both verbal and written.
- Highly organised and able to work independently with self-reliance when needed.
- A skilled negotiator, able to manage contractual partnerships with confidence.

Desirable

Knowledge and experience

- Experience of working in the cultural or not-for-profit sector.
- Experience of working in partnership with fundraising and development teams.
- Experience of securing and managing sponsorship for events.

Abilities and aptitudes

- A creative thinker, someone who enjoys exploring new ways of working.
- A passion for the cultural sector and a desire to programme events which reach new audiences.

Additional information:

A driving licence is essential to this role.

A DBS check may be required for this role.

Relocation package available: No

How to apply

Please send your C.V and a covering letter explaining how your skills and experience match the competencies required for the role by e-mail to employment@torquaymuseum.org or by post to Torquay Museum, 529 Babbacombe Road, Torquay TQ 1 1HG . To be received no later than 5pm on 27 February 2017.

Torquay Museum is committed to valuing diversity and to equality of opportunity. As an Equal Opportunities employer we welcome applications regardless of gender, race, disability, age, religion or belief or sexual orientation. We operate a family-friendly policy including flexible working patterns.

This post is financially supported by the Arts Council England with Museum Resilience 2 funding.