



Soane Museum Enterprises  
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[www.soane.org](http://www.soane.org)  
Company no. 08171280

## **Events and Marketing Assistant – Soane Museum Enterprises**

**Salary: £24,900**

**Reporting to: Commercial Events Manager**

### **Background**

Sir John Soane's Museum is the home of the great Regency architect Sir John Soane (1753 – 1837), and it displays his collection of antiquities, furniture, models, and paintings arranged as they were at the time of his death. In addition, it preserves his collection of over 30,000 architectural drawings and a fine library of over 7,000 volumes. It has been described as the 'supreme example of the house-museum in the world' and remains an iconic inspiration for architects, artists, and designers.

As a national museum, we are committed to being a source of knowledge and inspiration. Through our unique context of being the former home of a great architect, collector, and educator, we aim to stimulate the world's highest standards of creativity, research and learning.

Key to the Museum's success is the high performing Soane Museum Enterprises team, the team is responsible for commercial income across our major strands of venue hire, private tours, retail, and licensing.

### **Role Profile**

The Events and Marketing Assistant will underpin the work of Soane Museum Enterprises (SME) and support the broader objectives of Sir John Soane's Museum. The post will play an important part in generating and maintaining business across all revenue strands of SME, including reactive and proactive sales, marketing the Museum's various products, the planning, execution and follow up of events and tours, identifying new potential commercial partners and additional administrative tasks related to commercial activities. The role also involves supporting SME's communication function, liaising with internal stakeholders on specific projects as well as dealing with external suppliers and customers.

The role is ideal for a highly organised individual, with a passion for marketing and an understanding of the challenges and sensitivities of working in an historical environment where the primary function is not commercial. The successful candidate will have initiative, be an able communicator, and possess strong administrative skills. A creative approach to problem solving with the ability to work on several complex tasks simultaneously whilst remaining calm under pressure.

## **Main responsibilities:**

### **Sales and Marketing**

- Assist the Commercial Events Manager in delivering the sales strategy e.g., conduct show-  
rounds, follow ups, upselling services, and income tracking/data reports
- Work with the Commercial Events Manager to reach annual income targets for venue hire  
and tours.
- Pro-active marketing of our venue hire and tours offer to new and existing partners.
- Producing marketing collateral and identifying new clients/partners.
- Product marketing for retail.
- Responsibility for social media content that relates to events and retail, with a brief to grow  
the Museum brand as a destination for venue hire, private tours, and filming and  
photography.
- Contribute new ideas to promote the commercial hire of the Museum in innovative ways as  
well as developing marketing materials to promote commercial hire
- Participate with ideas for the Soane Lates Committee
- Event marketing for the Soane Lates to new and existing customers
- Carry out research into new digital platforms and tools when required
- Cover shifts or part of shifts in the Museum shop when required
- Assist the Director of Commercial and Operations with our Licensing offer when required

### **Administration**

- Ensure all event-related administrative documentation and records are accurate and kept up  
to date and data entry is in accordance with the Museum's data protection policy
- Produce monthly staff request and circulate to all relevant staff, make sure all events are  
covered and book and confirm curators/tour guides as necessary
- Take minutes for SME Board meetings and other meetings as requested by the Director of  
Commercial and Operations
- Schedule, plan and manage internal meetings for board level and committee
- Circulate weekly ticket sales updates to key stakeholders

### **Event Management**

- Act as Event Manager for some events for the full duration or part of the event/tour, some  
of which will take place in the evening or at weekends
- Deliver tours of the house when necessary, training will be given.
- Deputise for the Commercial Events Manager when required.

### **Financial Responsibilities**

- Produce, send and monitor customer and supplier invoices.
- Liaise with the internal Finance Department to ensure that all financial information is accurate  
and up to date.

## Role Competences

- Marketing background for historical attractions, commercial events venues or retail
- Experience of delivering events, ideally within a museum/tourist attraction/historic environment
- Excellent oral and written communication skills with the ability to influence and negotiate.
- Excellent organisational and administrative skills with a high level of attention to detail
- Some level of experience using email building software (Mailchimp) and website CMS (Drupal) Customer Relationship Managements (CRM) Systems (Salesforce) and Adobe Creative Suite would be desirable
- Experience producing film or images for marketing purposes would be desirable
- A flexible approach to work, with the ability to work well in a fast-paced, fluid environment, whilst maintaining a professional manner at all times.
- A motivated self-starter with the ability to show initiative and creativity.
- Proactive and committed team player.

## Terms and conditions

35 hours, 5 days a week: with flexible start and finish times between 8.30 – 10.00am and 4.30-6.30pm.

Our hybrid working policy allows for working at home for up to 2 days a week after the completion of the 6-month probationary period.

Membership of the NEST Pension Scheme

26.5 days annual leave plus Christmas Eve

The Museum is an Equal Opportunities Employer, committed to equality, diversity and inclusion and welcomes applicants from all backgrounds.

## Applications

Applications in the form of a curriculum vitae and supporting letter, together with the names and addresses of two referees, should be sent to [recruitment@soane.org.uk](mailto:recruitment@soane.org.uk)

**The closing date for applications:** 12 noon, Wednesday 13 November 2024

**Interview date:** Monday 25 November 2024

Sir John Soane's Museum is a Non-Departmental Public Body (NDPB) whose prime sponsor is the Department for Culture, Media and Sport.

Website: [www.soane.org](http://www.soane.org)