**POST TITLE**: Digital Communications Manager

**RESPONSIBLE TO:** Director of Development and Communications

**LOCATION**: 1. Sir John Soane’s Museum

Lincoln’s Inn Fields, WC2

2. Home

**SALARY:** £28,500 p.a.

**Role Profile**

Sir John Soane’s Museum is the idiosyncratic house-museum of the great Regency architect Sir John Soane (1753 – 1837) and displays his collection of antiquities, furniture, models and paintings in the same state in which they were left at the time of his death, as well as preserving over 30,000 architectural drawings and a fine Library. Welcoming over 120,000 visitors a year, the museum was a finalist for Art Fund Museum of the Year 2017, the biggest and most prestigious museum prize in the world.

During his lifetime, Soane constantly engaged with contemporary cultural life.  He collected contemporary art, including paintings by living artists and he was central to the debate around art and architecture of the time. His collection of antiquities and models supported his architectural teaching practice and he saw the museum as an engine of creativity.

Reflecting Soane’s vision, the Museum seeks to continue to broaden its audiences who visit the collection, exhibitions and events, as well as those who visit our website and digital platforms. This role is key in developing the external relationships that ensure the Soane Museum’s ethos is maintained and celebrated.

# JOB PURPOSE

As part of the team responsible for building the profile of the Soane Museum through the media and digital channels, the Digital Communications Manager will manage digital communications and marketing activity across the Museum and oversee website content in collaboration with other departments.

**KEY RESPONSIBILITIES**

**Marketing**

* Oversee the Museum’s small Communications budget
* Plan, design and deliver the Museum’s What’s On, Families and Shop email newsletters
* Grow and broaden the Museum’s social media channels and audiences through writing, commissioning and editing posts across the Museum’s social media platforms.
* Keep up to date with developments in existing and emerging social media
* Use the Museum’s channels to support other activities from across the organisation, particularly promoting Museum exhibitions, events (online and offline), the Soane Medal Lecture, Family activities, and the Shop
* Arrange third party promotion, listings coverage and act as point of contact for festivals (London Architecture Festival, London Design Festival)
* Maintain and develop content for the Museum’s guide on the Bloomberg Connects App
* Identify prospective supporters, scholars, peers and opinion formers who engage in our social media and cultivate new leads

**Website**

* Maintain the website, writing, uploading and editing content including commissioning or editing blogs, ensuring compliance to web accessibility standards
* Act as point of contact for the Museum’s web agency and manage development of new areas of the website
* Coordinate with the Museum’s Commercial team on the sales of tickets and the Museum’s Shop website
* Support and train staff who are uploading content onto the website, ensuring brand guidelines and house style are adhered to
* Use analytics tools to report on statistics from the website as required
* Oversee the Museum’s website CMS end-of-life upgrade from Drupal 7 to Drupal 9
* Oversee the Museum’s Google Adwords account

**Brand**

* Act as brand champion, ensuring Museum activities including exhibitions, publications adhere to brand guidelines
* Design and produce posters in-house for the Museum
* Edit and oversee the yearly production of the Museum’s Annual Review
* Research and explore relevant profile building opportunities such as awards, conferences, seminars and publications to highlight the work of the Museum and its staff

**Development**

* Become the department’s lead user of the Asset Management System, ensuring development and communication images are sourced, selected, uploaded and catalogued
* Work with the Director of Development and Communications to deliver effective internal communications, ensuring a strong understanding of the Museum’s vision and communication strategy
* Assist the Development team with the production of the Patrons Programme and invitations for events, as well as the Museum’s Christmas Card and other paraphernalia, and overseeing printing where required
* Other duties that are deemed appropriate by the Director of Development & Communications

**Press**

* Coordinate and support activity with the Museum’s external PR
* Coordinate requests for filming and photography with external and internal contacts
* Proof- read press releases for exhibitions and other Museum activities
* Help manage the Museum’s press events

**Person Specification**

**ESSENTIAL CRITERIA**

* At least 1-2 years’ experience in a digital marketing role
* Experience of supporting the delivery and evaluation of communication and marketing plans to time and budget
* Good writing skills to create high quality written copy for delivery via online channels and other communication tools
* Experience of using social media in a professional or promotional capacity
* Experience of drafting compelling content to be used across web pages and social media channels
* The ability to cultivate effective and positive working relationships with a wide range of people and organisations
* An interest in museums
* Highly organised, with an ability to work to tight deadlines, planning and prioritising short and long-term tasks effectively
* The ability to work independently and as part of a team
* Open to working flexible hours, as agreed in advance
* Experience of working with content management systems

**DESIRABLE CRITERIA**

* Experience of working in an arts organisation
* Experience of using analytic tools to understand the performance of web, PR and social media channels
* A good track record of handling media enquiries
* Experience of working as part of a small team in a collaborative working style
* Experience in the Adobe Creative Suite
* Experience in photography

**Further information:**

Hours of Work: Monday – Friday, 9.30am-5.30pm with occasional weekend and evening working. Members of the Development and Communications team work partly from home and partly in the Museum – we expect that to continue for the foreseeable future.

**Benefits:**

Civil Service pension scheme

Season Ticket loan

Annual Leave: 26.5 days plus bank holidays and Christmas Eve

**How to apply:**

Applications in writing (a full CV and a supporting letter), together with the names and addresses of two referees, should be sent by email to [recruitment@soane.org.uk](mailto:recruitment@soane.org.uk)

The closing date is Monday **6th September at 9.00 am**

Interviews will be held on  **13th/14th September**