

Job Profile
Head of Audiences & Communications

Job Purpose: To support the success, development and positive impact of the Museum, including the Locksmith's House (Willenhall), through the management of all marketing activity, to specifically increase visitor attendance, strengthen relationships with existing visitors, develop new audiences and increase income generation.

Key Responsibilities and Accountabilities

Responsibilities

To lead, manage, develop and motivate the Audiences & Communications Team.
 Work with colleagues to set the marketing & communications and audience engagement strategies for the Museum, embedding the Museum into the region's tourism/destination plans.
 Oversee the implementation of all marketing and audience engagement activity for the Museum.
 Drive the innovative digital technologies across the Museum and increase engagement and interactivity with online audiences.
 Set the direction and oversee the implementation of the Museum's audience research, developing a framework and exercising perceptive analysis to inform future business behaviours, planning and marketing strategies.
 Develop the Museum's brand story and key messages, ensuring the whole organisation buys into them and adopts them.
 Appoint and manage external agencies where necessary for brand and design.
 To maximise income and minimise expenditure without loss of quality in all areas of responsibility.
 Maximise the opportunities provided by the Museum's Customer Relationship Management system.
 Ensure that decisions and communications are informed by research and data.
 Work with colleagues to identify opportunities to create additional revenue streams while ensuring the integrity of the brand.
 To develop and positively influence regional, national and international media relationships to raise the profile of BCLM as a world-class cultural organisation.
 To develop and manage a programme of internal communications, in liaison with the Head of People & Culture.
 Engage with existing networks to maximise the Museum's impact, sharing best practice and encouraging collaboration.
 Empower team members to identify innovative approaches to enhance our content and communications.
 To monitor competitor activity and gather market intelligence to keep pace with trends, and to represent the Museum externally at a regional, national and international level.
 Deputise for the Managing Director, as required, in this area of the Museum's work.

Accountabilities

Budget preparation and financial control of communications and marketing, and Community Engagement resources.
 Demonstrate the return on investments.
 Provide monthly reports for the Managing Director
 Statements to the media.

Dimensions

Annual revenue budget of £470k
 Direct management of three staff (indirect – seven)

Working Relationships

Expected to interact with external groups.
 Expected to interact at middle and senior management level daily and weekly, occasionally the Museum's governing body and Board of the Enterprises Company.
 Expected to interact with other museums and external organisations, including the media.
 Communication includes negotiation and influencing Board of Enterprises Company, committees, managers and direct reports, information giving/receiving.

Reports To: Managing Director
 Direct Reports: Communications & Marketing Manager, CRM & Insight Manager
 Community Engagement Manager
 Provisional Salary: £48,000

Person Specification (What You'll Need)

Experience

A record of successful leadership and achievement in a comparable organisation, specifically relevant to the purpose of the role.

Experience of working with teams at a high level to support defining the direction and strategies of an organisation.

Experience of successfully managing and developing external relationships and partnership-working at a high level.

Commercial wisdom and strong business discipline.

Personal Attributes

Enthusiasm for the Museum's aims and its independence, a broad understanding of heritage and conservation issues, marketing, audiences, collections, research, formal and informal learning and an interest in all areas of the Museum's work.

Ability to represent an organisation clearly and compellingly to internal and external audiences.

Integrity.

Ability to work effectively with colleagues.

Ability to support a working environment which attracts and retains talent.

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