



COMMUNICATIONS OFFICER

Full-time, Permanent

The Wallace Collection is a collection of the fine and decorative arts formed in the eighteenth and nineteenth centuries by four successive Marquesses of Hertford and the 4th Marquess's legatee, Sir Richard Wallace. It was left to the British Nation in 1897 and opened as a national museum in June 1900 in Hertford House, Manchester Square, W1U 3BN, a grade II listed building in central London. The museum is internationally famous for its collection of French eighteenth-century art, European princely arms and armour and for its Old Master paintings. The museum is managed by the Director, Dr Xavier Bray, who reports to a board of Trustees appointed by the Prime Minister and is financed by a combination of grant-in-aid from central government and self-generated income.

The role, reporting to the Head of Communications, is responsible for the management of the Collection's Digital activity and providing support to the Head of Communications.

RESPONSIBILITIES

- Monitor website content ensuring all aspects are up to date, links are working correctly and monitor website traffic; unique site visits, click-throughs etc.
- Act as the main point of contact between website agency and the museum, reporting any bugs, fixes or enhancement requests.
- Liaise with other departments to ensure web copy is relevant and updated and moderate any submissions of content to the website.
- Liaise with the Public Programmes team to update the 'What's On' section of the website and monitor any maintenance issues with the site and the online ticketing third party.
- Manage the homepage and upload regular content, including optimised images and video for the website.
- Manage and update the schedule for the Wallace Collection blog to ensure regular, timely and varied content.
- Run the Google Ad Words account, selecting key words to advertise the museum and exhibitions and use it in conjunction with Google Analytics to monitor, understand and target visitors.
- Provide website training for other staff.
- Plan and implement social media activity across the Wallace Collection's Twitter, Instagram and Facebook accounts.
- Maintain and develop the museum's YouTube Channel.

- Manage the museum's newsletter subscription list (currently on Mailchimp) ensuring the database is GDPR compliant. Design, edit and distribute regular e-newsletters.
- Build strong relationships with colleagues in other institutions to establish regular e-swaps.
- Work closely with Curatorial and Public Programmes teams to develop engaging content for our digital channels.
- Project manage the production of short films/videos for the museum (e.g. exhibition trailers, conservation stories, promotional films).
- Working independently and with partners, facilitate and manage events targeted at new and underrepresented audiences, for example Instameets and private views.
- Design marketing material using Photoshop and Indesign; ensuring the brand guidelines are followed. Liaise with Design agency where required.
- Respond to requests for information from the press (e.g. for images) and public and deal with enquiries via telephone, email, social media etc.
- Managing permissions for marketing/press use of images relating to exhibitions, working closely with the Exhibitions Officer.
- Read, check and collate relevant press cuttings and circulate/distribute as requested.
- Write and distribute listings to key contacts.
- Manage any filming/photography requests ensuring Collection guidelines are followed.

General administration

- Assist with the day-to-day running of the Communications office maintaining effective administrative systems.
- Other administrative duties as may be reasonably expected and agreed with the Chief Operating Officer.

KEY RELATIONSHIPS

- Chief Operating Officer
- Head of Communications

PERSON SPECIFICATIONS

Essential

- Interest in the Arts and an appreciation of the Wallace Collection
- Educated to degree level
- Press/PR/Marketing experience

- Ability to prioritise and understand how tasks link to company objectives and goals
- Experience of office administration
- Excellent knowledge of MS Office
- Adobe Photoshop and Indesign skills
- Experience of managing social media platforms
- Understanding and management of databases
- Proven ability to work flexibly and as part of a team
- Demonstrate excellent organisation and time management skills and the ability to plan ahead
- Ability to work to specific deadlines with excellent attention to detail and accuracy
- Excellent communication skills including the ability to communicate articulately with a wide range of people both in writing and in person
- A self-starter who is motivated, determined and takes initiative

Desirable

- Experience of web site management (CMS applications)
- Experience of film/audio/photo editing
- HTML proficient
- Knowledge of Google Analytics
- Experience of using CRM systems

SALARY, ANNUAL LEAVE AND PENSION

The salary for this full-time post is in the range £24,000 to £26,000 depending on relevant skills, knowledge and experience.

Annual leave entitlement is 25 days pro rata excluding bank holidays. Employees are offered membership of an occupational pension scheme and an interest-free season ticket loan (after six months' service).

To apply, please complete the application form found at <https://www.wallacecollection.org/join-team/>

Closing date for applications: 20 June 2019

Interview date: First week of July

Please call the HR department on 020 7563 9565 if you would like a paper application form.

The Wallace Collection is an equal opportunities employer.