



**COMMUNICATIONS OFFICER
(Full Time, Permanent Contract)**

THE WALLACE COLLECTION

The Wallace Collection is an internationally outstanding collection which contains unsurpassed masterpieces of paintings, sculpture, furniture, arms and armour and porcelain. Built over the eighteenth and nineteenth centuries by the Marquesses of Hertford and Sir Richard Wallace, it is one of the finest and most celebrated collections in the world.

So that it could be kept together and enjoyed by generations of visitors, the collection was given to the British Nation in 1897. It was an astonishing bequest and one of the greatest gifts of art works ever to be transferred into public ownership. Today, our job is to maintain, research, and inspire the public to love and understand the Collection.

SALARY

£24,000 to £28,000 per annum depending on skills and experience.

LOCATION

The Wallace Collection, Hertford House, Manchester Square, London, W1U 3BN

DEVELOPMENT AND COMMUNICATIONS AT THE WALLACE COLLECTION

The Development and Communications Department has two key aims:

- To achieve an ambitious revenue income target alongside funds for the museum's endowment and a Masterplan of capital works;
- To manage the Collection's public, media, and press relations, whilst promoting the museum and encouraging engagement and revenue generation through participation in activities and exhibitions.

The Development and Communications Department's aims to increase the generation of income in order to enable the Collection to achieve its principal aims and to sustain and increase the supporter base of the museum. Alongside a fundraising revenue income target, the Development Department is seeking to raise funds to create an endowment for the Collection and to complete the museum's Masterplan of capital works. The effects of the COVID-19 pandemic, and subsequent reduced footfall and commercial income, have made fundraising even more crucial to the museum's operations. The department generates income from a variety of sources: individual major donors, members of our high-level and low-level supporter scheme, charitable trusts and foundations, corporate sponsorship, legacy gifts and on-site and online donations. Supporter care and personal stewardship (i.e. events, lectures, and exclusive trips) play an important part in our strategy; especially as such activities generate further support.

The department also undertakes management of the museum's external profile through the handling of public, media and press relations. Working with internal stakeholders, the department communicates the museum's research, activities, and events through its own digital platforms (E-news and social media) as well as external channels. The department aims to increase the Collection's external profile and reach new audiences through advertising and key partnerships.

OVERALL PURPOSE AND ROLE

To support and execute the Communications strategy at the Wallace Collection. Working across all external communications, press, PR, and social media.

KEY RESPONSIBILITIES

- Work with the Head of Development and Communications to form and implement marketing strategy for exhibition and other campaigns
- Work with the Head of Development and Communications and the Head of Learning to support attendance and ticket sales for the public programme
- Assist the Head of Development and Communications with visitor surveys and benchmarking. Ensure data and results are distributed, maximising the Collection's ability to make targeted and strategic decisions
- Write press releases and distribute to key contacts. Plan and execute regular press mornings as required. Maintain the Collection's press list
- Cultivate relationships with key contacts, including editors, journalists and freelancers
- Design, edit and distribute the Collection's regular e-news mailings
- Monitor reach and engagement of e-news, digital advertising and digital channels
- Maintain the museum's social media platforms and paid social media advertising. Plan and implement engaging social media activity in collaboration with colleagues
- Liaise as required with external media agencies and PR agencies
- Respond to requests for information (e.g. images, statements, exhibition information) from the press and public via phone, email, social media etc.
- Design marketing material, ensuring the brand guidelines are followed. Liaise with design agencies where required
- Assist with designing / editing and proof-reading for other departments as required
- Ensure consistency across Wallace Collection filmed output and project manage the production of promotional films for the museum (e.g. exhibition trailers, conservation stories)
- Manage filming / photography requests (non-commercial) ensuring Collection guidelines are followed
- Assist with day-to-day office administration
- Undertake other duties as may be reasonably expected for the role and agreed with the Head of Development and Communications

KEY RELATIONSHIPS

Head of Development and Communications
Director of Development
Development department
Learning department
External media / journalists / freelancers
External PR providers and design agencies
Curatorial and Collection Care departments

REPORTING STRUCTURE

Reporting to the Head of Development and Communications

PERSON SPECIFICATION

Knowledge and Experience:

- Experience of working in an audience/client-focused organisation preferably within the culture/heritage/voluntary sectors
- Demonstrable experience of working within a Press / PR / Marketing environment
- Experience writing copy and/or press releases and managing social media platforms

Skills and Competencies:

- Excellent written and verbal communication skills
- Excellent attention to detail and proof-reading skills
- Highly-developed interpersonal skills with the ability to work with a wide range of individuals
- Knowledge of MS Office, Mailchimp, Wagtail, Adobe Photoshop and InDesign
- Good understanding of CRM systems
- Self-starter, highly motivated and ability to problem-solve and work on own initiative without close supervision
- Strong time management skills with an ability to plan effectively and manage competing priorities successfully

Salary, Benefits and Working Hours

The Salary for this post is within the range of £24,000 to £28,000 per annum dependent on skills and experience.

In addition, the post-holder will receive 25 days paid annual leave plus bank holidays and 2.5 'privilege' days. Employees are also offered membership of an occupational pension scheme and after six months satisfactory service an interest free season ticket loan.

For this post, the normal working week is a five day week, Monday to Friday. The normal working day will be 9am to 5pm. However, some flexibility will be expected as occasionally the need to participate in specialist conferences or wider museum activities will arise.

HOW TO APPLY

Please complete the Application form, and the Equal Opportunities Monitoring form, following the links provided. Please note the equal opportunities form is used for monitoring purposes only and does not form part of the selection process. Both forms should be emailed to recruitment@wallacecollection.org by midnight Sunday 26th June 2022.

Please note late applications or applications via a CV will not be considered.

Interviews for the role will take place on the week commencing 04th July 2022. Candidates who have been shortlisted for interview will be contacted after the closing date. Due to the large number of applications we receive, it will not be possible to contact or give feedback to candidates who have not been shortlisted for interview.

Start date: Late July

Appointment to the role is subject to a satisfactory Basic Disclosure check.

The Wallace Collection is an equal opportunities employer and welcomes applications from all sections of the community.