



## **Marketing Manager Heath Robinson Museum & West House**

### **Purpose of the Role**

This volunteer role is responsible for the effective leadership and co-ordination of all marketing activity. The Marketing Manager is part of the Management Board, who are directly accountable to HRMT (Heath Robinson Museum Trust) and WHRT (William Heath Robinson Trust) for the management and smooth running of the whole West House estate including the Heath Robinson Museum and for its sustainability into the future.

Specifically, the Marketing Manager will, at Management Board level, take the lead or shared lead in all aspects of the organisation's interface with customers and potential customers.

The marketing of the museum is already effective and successful but there is always room for improvement within the tight budgets that we have.

### **Responsibilities and Duties**

- As a member of the Management Board, to participate in unbiased, site-wide decision making to ensure that West House and the Heath Robinson Museum are managed to consistently high standards.
- To set the marketing strategy for the museum in the annual Business Plan and propose budgets for the year. The Marketing Manager ensures that the Board are fully aware of all relevant marketing activity and their costs and staff commitment.
- To manage the marketing team, ensuring that they are working in an effective and well co-ordinated way to achieve the objectives for both West House and the Heath Robinson Museum. The team covers branding, press, social media, website, links to third-party sites, tourist links and direct local and wider communication.
- To ensure that the various museum offers are presented in an attractive and motivating way to a wide range of visitors; create informative and actionable market research; liaise with the Retail Team to maximise opportunities.
- To ensure that all staff, freelancers and volunteers give the same messages and reinforce the brand; developing a community of support for the organisation

- To track the visitor experience and ensure it is of high quality at all stages through the Visitor Experience and Evaluation Group. To propose changes where the data suggests

### **Qualifications**

This role requires someone with a solid background in marketing, preferably with knowledge of digital marketing. Previous experience of leading teams and/or committees is important. The role requires someone with both passion and drive for what everyone involved with the Museum and West House is aiming to achieve.

### **Commitment**

It is expected that this role will be held for three years and the holder of the post is eligible for re-election once. The role is likely to require a commitment of about 15 hours per week, though this will vary through the year. It is expected that the position holder will attend a minimum of 10 Management Board meetings per annum (and be responsible for providing a suitable deputy, if required, when unable to attend).

### **Benefits**

Volunteering with us is a great way of meeting people and learning something new whilst helping support a local charity. Opportunities for internal and external training are provided. Our volunteers all receive a 10% discount in our Museum shop.

### **Contact**

For an application form please contact:

The Manager, The Heath Robinson Museum, West House, Pinner Memorial Park, West End Lane, Pinner, HA5 1AE: [manager@heathrobinsonmuseum.org](mailto:manager@heathrobinsonmuseum.org) T: 020 8866 8420