



Designer/Web Editor

In July 2017, **The Postal Museum** opened London's first major new museum in a decade. A new heritage attraction in Central London, with two experiences in one. Alongside the fascinating story of more than 500 years of the first social network, we offer an extraordinary subterranean ride through the previously abandoned, secret and forgotten tunnels of the old Post Office Underground Railway – **Mail Rail**. This new museum and attraction enables us to showcase an array of extraordinary stories focusing on human communication and endeavour. It also enables us to grow our educational charity work and fundamentally change the way the organisation engages with our audiences. The Postal Museum aims to welcome over 180,000 visitors a year, along with a further 400,000 through our public events programme, digital and outreach offers.

Based: Central London

Salary: up to £25,000

Hours: 35 hours per week

Reports to: Digital Project Manager

Contract: One year, beginning October 2017

Deadline for applications: 12pm, Friday 22 September 2017

First interviews: Early October 2017

Start date: October 2017

To apply: Please send your CV and application form to hr@postalmuseum.org

PURPOSE OF THE JOB

To manage the day-to-day content development of The Postal Museum website and to create graphic content for teams across the organisation.

JOB DESCRIPTION

Key Responsibilities and Duties

- Design and develop marketing material in the form of campaign webpages, competition pages, social media content, leaflets, GIFs and other graphic elements;
- Coordinate the creation of all new content for the website and other channels, working with teams across the museum to satisfy their needs;
- Improve content architecture and search performance for website;
- Ensure content across the website channels adheres to The Postal Museum brand and is optimised for organic and paid search;
- Work with the development, learning and commercial teams to deliver on-brand and creative promotional material;
- Monitor and report on website performance;
- Work with the Digital Project Manager and Marketing team to develop SEO and link building for The Postal Museum's online channels;
- Participate in training and staff development;

- Monitor and report on website performance;
- Work with the Digital Project Manager to monitor, measure and respond to audience feedback and data to produce improvements to, and new ways of engaging audiences, through digital media channels.

PERSON SPECIFICATION

QUALIFICATIONS

Essential criteria

- Educated to Degree level in a relevant area

Desirable criteria

- Qualification in graphic design

EXPERIENCE

Essential criteria

- Experience of content creation and editing for digital projects and creative initiatives;
- Proven experience of Adobe Creative Suite, including, Photoshop, InDesign and Illustrator; Experience in strategic planning, channel choice, tone of voice, measurement and creation of content
- Experience working with web content management systems (CMS);

Desirable criteria

- Experience of working in the cultural/heritage sector;
- Experience of link building and SEO;
- Experience of using Google Analytics Solutions, including Analytics, Tag Manager, Optimise, and MyBusiness;
- Experience of WordPress content management.

SKILLS/KNOWLEDGE

Essential criteria)

- HTML/CSS skills required; strong experience and comfort in web CMS, required;
- Good written and verbal communication skills – a good all-round communicator;
- An eye for design – able to take the principles of our style guide and create eye-catching material;
- Excellent inter-personal and team working skills;
- A clear, analytical and flexible approach to problem solving is essential.

PERSON

- Self-starter able to manage multiple tasks and tight deadlines independently in a fast-paced environment;
- Excellent organisation, time management, communication and interpersonal skills;
- Enthusiastic about the potential of digital to enhance audience experience, both in physical and virtual spaces;
- Ability to sell an idea and convince an audience of the merits of digital content and activity.

Any other tasks that may be required from time to time, as determined by the Line Manager.

The post holder will be expected to monitor and report on their work as directed by their line manager.