

# HEAD OF MARKETING & COMMUNICATIONS



The  
Postal  
Museum

Closing date for applications: Wednesday 30 October 2019



## LETTER FROM LAURA WRIGHT, CEO

Hello,

I'm Laura Wright, CEO of The Postal Museum. The Postal Museum opened 2 years ago, in September 2017, and since then has had enormous success with nearly 300,000 people through the doors. They've experienced our Museum, telling the story of the postal service across 400 years; Mail Rail, our underground railway which at one point carried more than 4 million letters a day; the Discovery Room, where they can track down the story of their postal ancestors; learning programmes; tours; community programmes and more. In the time we've been open we've won and been nominated for numerous awards, had brilliant feedback on Trip Advisor, and attracted a much more diverse group of visitors than many other museums.

Because we're new we're still finding out about the potential of our museum. We've opened amazingly and now need to build our brand, ensure that our mission and vision are embedded in our activity and develop a long-term marketing and communication strategy which will ensure the growth of visitor numbers and the financial sustainability of the museum.

The role of Head of Marketing and Communications is therefore one which will be essential in helping us to develop, grow and thrive in the future.

I've loved getting to know the museum in the time I've been here. I'm looking for someone who will love it too, realise even more of its potential and bring a high level of energy to the task in hand. If you think that's you, I'll look forward to meeting you!

Laura Wright, **CEO**

## THE POSTAL MUSEUM

Following an extensive capital project, The Postal Museum opened to the public in July 2017. Offering two experiences in one, The Postal Museum exhibits the story of British postal history while at Mail Rail visitors can board a subterranean ride on the old Post Office Underground Railway. Our new museum and attraction enable us to showcase the extraordinary stories from five centuries of one of the country's most iconic services, grow our educational charity work and has fundamentally change the way we engage with our audiences. The Postal Museum welcomes around 150,000 visitors a year, along with a further 400,000 through our public events programme, digital and outreach offers. The Postal Museum and Mail Rail represents a significant addition to London's cultural landscape.

The Head of Marketing and Communications is responsible for bringing our brand to life in new and innovative ways to reach ambitious admission and visitor targets; across all marketing channels, in press and media, and in all communications to engage our varied audiences.

## THE ROLE

Based	Central London
Salary	c. £45,000, dependent on experience
Job title	Head of Marketing & Communications
Direct Reports	Marketing Manager, Web Manager
Indirect Reports	PR and Social Media Officer, Designer
Budgetary Responsibility	Income of circa £1.5m and expenditure of circa £700k
Reports to	CEO
Contract	Full-time, Permanent
Purpose of the Job	A strategic leadership role, sitting on The Postal Museum's executive management team, The Head of Marketing and Communications is ultimately responsible for achieving the organisation's admissions income and visitor number targets and building its profile externally. The role oversees all marketing, PR, digital, internal communication and branding activity undertaken across the organisation.

We are seeking an outstanding individual to lead marketing and communications for The Postal Museum, an exciting new museum in the heart of Farringdon. Following our incredibly successful opening two years ago, we're looking for someone who can build on our achievements, grow our brand awareness and drive our visitor numbers over the next few years. If you think this is you, please apply and forward your application to [applications@postalmuseum.org](mailto:applications@postalmuseum.org)

# PERSON SPECIFICATION

## QUALIFICATIONS

### ***Desirable criteria***

- Recognised qualification in a Communications, Marketing or PR discipline
- Membership of a relevant professional body

## EXPERIENCE

### ***Essential criteria***

- Extensive experience of working at a senior level in a marketing or communications role
- Developing, implementing and delivering PR, Digital and Marketing strategies to achieve sales targets
- Delivering successful integrated marketing campaigns with demonstrable ROI
- Proven ability to motivate and lead teams, advise and influence senior colleagues and advise up to Board level
- Experience of building and managing a brand
- Experience of CRM management
- Building and managing relationships with media contacts, partner organisations, stakeholders and agencies
- Setting and managing significant budgets

### ***Desirable criteria***

- Experience of acting as a media spokesperson
- Experience of developing and implementing internal communications strategies
- Experience of developing and marketing new products to drive revenue
- Experience of delivering communications or PR coverage in support of advocacy or fundraising
- Relevant experience in the culture & heritage and/or third sector

## SKILLS/KNOWLEDGE

### ***Essential criteria***

- Leadership; setting strategic objectives, creating vision and embedding resilience
- Excellent verbal and written communication skills
- Excellent interpersonal, team working and influencing skills
- Excellent knowledge of strategic marketing planning
- Ability to produce and distribute press releases
- Ability to write clear, engaging and persuasive copy
- Ability to develop creative and effective communication ideas, to identify and develop engaging stories, and to generate inspiring and accessible messages
- Ability to work under pressure, prioritising to meet deadlines
- Positive, proactive attitude and determination to succeed

### ***Desirable criteria***

- Knowledge of the groups market and wider travel trade industry

## PERSON

- Flexible, positive attitude and ability to work on own initiative
- Ability to work across teams, demonstrating a joined-up, collaborative, fully integrated approach to working in a complex organisation
- Resilience and ability to cope under pressure

## JOB DESCRIPTION

### KEY RESPONSIBILITIES & DUTIES

- Lead and develop a high-performing Marketing & Communications team including Marketing, PR, Social Media and Website functions
- Lead on all marketing and communications activity
- Develop and implement marketing and communications strategies to deliver against organisation's business goals including footfall and admissions revenue targets
- Oversee and develop The Postal Museum's website, social media and digital marketing strategy
- Advise on communications issues and priorities at a senior level to CEO, Executive Team and Board
- Oversee successful project management, execution and evaluation of marketing and PR campaigns and associated activity
- Lead on pricing and ticketing decisions to improve customer experience and value for money scores
- Lead on developing media relations and take responsibility for approving all media communications
- Lead on brand development, developing new ideas and embedding brand across organisation
- Take full P&L responsibilities, setting budgets and controlling income and expenditure
- Lead on development and implementation of the internal communications strategy
- Oversee Marketing & Communications support for other internal teams
- Support delivery of stakeholder strategic communications as necessary
- Lead the ongoing process of developing and embedding audience segmentation and champion a culture of customer understanding and focus
- Develop trade sales activity to achieve business plan targets

### OTHER ACTIVITIES

- Act as an active, effective and important member of TPM's Executive Team
- Act as a spokesperson for the TPM where necessary
- Any other ad hoc duties as required