



<b>Job Title:</b>	<b>Communications Officer</b>
<b>Status:</b>	<b>Full Time, permanent</b>
<b>Salary:</b>	<b>£22,000 - £26,000</b>
<b>Reporting to:</b>	<b>Deputy Director</b>
<b>Hours:</b>	<b>42.5 hours per week (Monday to Friday, occasional weekends)</b>
<b>Annual Leave:</b>	<b>24 days per year (excl. normal Public Holidays)</b>

### **Job Summary**

Handel House has been opened to the public since 2001 and in 2010 visitor numbers reached new records. Moving into our 10<sup>th</sup> anniversary year as a museum and historic house we hope to build on our growing reputation. The Communication Officer is a key role in our ambitions. The post holder will have a range of responsibilities, which will include marketing and promotion of Handel House in general, and all events, live music and exhibitions. The ideal candidate will have experience of producing promotional material (electronic and hard copy) and co-ordinating designers, photographers, the media and PR companies. S/he will have a pro-active and creative attitude, a keen eye for detail, and a rich and varied range of experience. This is an exciting role for an energetic and organised person particularly as we look towards harnessing new media and social networking opportunities.

**The post holder's normal working hours will be from Monday to Friday, with occasional weekend working on a rota basis.**

### **Responsibilities will include:**

- **Overseeing the production of all Handel House printed literature:** including dealing with all the relevant suppliers (designer, printers and mailing-house), sourcing images, providing copy, proof-reading and co-ordinating mail-outs. Generating one-off items of print to support specific events, projects and activities. Managing the production of exhibition and display materials including panels and catalogue.
- **Co-ordinating the promotion of Handel House events:** this will include maintaining and updating the Museum's press archive and list of press contacts; dealing with press requests for images or information; regular emails to general press listings and contacts to promote events and adding listings to appropriate websites. It will also involve generating press releases for specific projects, the ongoing cultivation of journalists, and organising interviews, as well as maintaining third-party marketing agreements - to include tracking effectiveness of schemes aimed at bringing more visitors into the Museum.
- **Responsible for Front of House Publicity:** to include updating all front of house publicity, and maintaining leaflet racks in the Museum. Responsible for overseeing relationships with guidebooks and publications; dealing with advertising queries, and placing advertising and advertorial in relevant publications.

- **Co-ordinating Visitor Feedback:** to include collating feedback and statistics from feedback forms, event evaluation forms and the ticketing system, transferring relevant data to spreadsheet, and writing regular reports based on the feedback and attendance.
- **Co-ordinate all filming and photography in Handel House:** The post holder is responsible for dealing with all film and photograph enquiries and overseeing any shoots in the House. This includes co-ordinating interviews with staff members for press, radio and television, and dealing with copyright and risk assessments as necessary.
- **Website maintenance and development and social media:** The post holder will be responsible for all aspects of development, improvements and updates to the Handel House website, which may include re-design. The development, implementation and maintenance of a social media strategy.
- **Financial responsibility:** The post holder, in consultation with the Director and Deputy Director, will set the annual marketing and PR budgets and be required to think inventively and collaboratively to achieve success on a limited budget. The post holder will manage and control the approved budget.
- **Front of House duties:** Along with other members of the team, assisting in day-to-day Front of House duties such as cashing up, opening and locking up, assisting volunteers at Reception and in the Museum Shop, and staffing rooms, as required on an occasional basis.
- One of the Museum key holders.
- Other duties as defined by the Museum Director.

#### **Essential knowledge and skills**

- Educated to degree level or equivalent
- Proven marketing experience, preferably in an arts environment
- Excellent communication and presentation skills, both written and verbal
- Proactive approach to work, and a creative mind
- Meticulous planning and organisational skills with the ability to work to deadlines, and a keen eye for detail
- A genuine interest and passion for music and the arts
- Ability to work with diverse audiences
- Drive and enthusiasm, and an outgoing personality
- Good research and analytical skills, and ability to think laterally
- Proficiency in Word, Excel and Outlook
- Budget setting and management experience

#### **Desirable Knowledge and Skills**

- Knowledge of design packages (e.g. Quark, Photoshop).
- Knowledge of computerised ticketing and marketing systems.
- Artistic flair.

**February 2011**