

media and pr manager

Reports to: head of marketing

Department: communications

Contract: permanent

Overview

The Communications Team is looking for an experienced and enthusiastic Media and PR Manager to join their busy and dynamic department. The post holder will be a key member of the team charged with promoting awareness and understanding of the Design Museum and its activities with the media, key audiences, stakeholders and opinion formers. They will ensure that the museum uses media relations and PR most effectively to achieve its mission and deliver its vision. The focus of the role is to generate media coverage and content to help the museum amplify its influence and visibility and to work closely with all teams within the museum to ensure integrated and successful communications.

Job scope

The role manages the PR budget, the PR and Communications Officer and includes some management of volunteers.

Job description

Strategy

- Develop and execute a successful media strategy to increase the visibility of the museum while managing reputation
- Implement sound media plans that initiate media coverage of the Design Museum and its activities, using a creative and targeted approach and with a special focus on its exhibition programme
- Advise on the focus of PR activity and be responsible for all media relations, including crisis management and managing external PR agencies where necessary
- Help shape and deliver the museum's public affairs strategy, including attending networking and policy events

Visibility

- Plan and execute innovative collaborative media initiatives that help the museum to fulfil its mission
- Maximise press opportunities, including broadcast and public appearances, and raise the Design Museum's profile
- Support the Marketing Manager with the planning and execution of successful media sponsorship programmes for Design Museum projects
- Grow and manage the use of the Design Museum by influencers, journalists, radio and television crews and photographers.
- Organise previews, launches and other events for influencers and the media
- Act as a spokesperson for the museum when appropriate
- Actively seek to promote the museum as a thought leader and to raise the profile of key members of Design Museum staff

Revenue support

- Liaise with all museum teams with reference to their media and PR needs, particularly to support revenue generation
- Support the museum's Development Team and fundraising activities
- Work with sponsors and their communications teams to achieve agreed objectives
- Contribute to the digital life of the museum and amplify the museum's digital content and channels with media profile

People management

- Lead, motivate and develop direct reports to deliver high quality communications strategies. Lead by example to demonstrate and embed the museum's values within the team and the wider museum.
- Continual development of your team, recognising success and addressing areas for development, supported by the annual appraisal process.
- Working with and supporting volunteers and ensuring their full integration into the Communications team

Evaluation and Budget

- Monitor and evaluate media campaigns, ensuring they deliver against objectives and that lessons learnt from each campaign feed into future working processes.
- Manage the media and PR budget

Person specification

Essential:

- Extensive experience of working in media and PR
- Experience of developing and delivering media strategies to successfully raise the profile and activities of an organisation
- Experience of effectively and creatively using a wide range of communication channels to deliver a media strategy, including new digital opportunities
- Excellent written and oral communication skills to ensure effective delivery of the appropriate messages and responses
- Confident and effective at managing relationships with people at all levels internally and externally to ensure objectives of media strategy are met
- Accountable and keen to develop a strong evaluation framework for all media and PR activity
- An eye for detail and accuracy, and experience of managing budgets
- Enthusiastic, self-motivated, organised and flexible
- Reliable, hardworking and quick thinking
- Ability to remain calm and focused when working under pressure
- Ability to work as part of a team
- Excellent IT skills – Microsoft Office, Photoshop

Desirable

- Experience of delivering media strategies for exhibitions or visitor attractions
- Passion for design and architecture

Terms and conditions**Salary: Up to £32K per annum (dependant on experience)****Holidays: 25 days, per annum****Hours: Full-time, 40 hours per week. You will also be required to work a reasonable number of additional hours to attend evening events.**

The museum offers many other benefits including access to a defined contribution pension scheme, season ticket loan, childcare voucher scheme, cycle to work scheme, free entry for friends and family to the museum, a variety of staff discounts including the museum shop and restaurant and free entry to a wide number of galleries and museums in London.

Application process

To apply, please email a covering letter which addresses the criteria as set out in the person specification and CV to applications@designmuseum.org.

Please quote Job Ref: Med&PRMan/2018 in subject heading**Closing date for applications: 29 May 2018, 9.00am****Interviews: w/c 4 June 2018**

Due to the high volume of applications the museum receives we are unable to provide a response to applications on an individual basis. If you do not receive a response from us within two weeks of the closing date then you can assume that you have not been successful on this occasion.

The Design Museum is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

About the Design Museum

At the museum design is a continually evolving subject that is explored through its exhibitions programme, permanent collection, learning and research activities. Design is a way to understand the world and how you can change it.

Thirty-five years ago, Terence Conran established the forerunner of the Design Museum, the Boilerhouse, in the basement of the Victoria and Albert Museum (V&A) in London. The Boilerhouse quickly outgrew the V&A and in 1989 it moved on to become the Design Museum in Shad Thames near Tower Bridge. The museum opened in its current grade II* listed building, that was remodelled by John Pawson, in November 2016.

Mission, vision and values

Our vision

We want everyone to understand the value of design

Our mission

To create the most inspiring, exciting and engaging Design Museum in the world

Our values

Welcoming everyone to the museum and making them feel it's a place for them

Collaborative engaging with many partners to bring our vision to life

Enterprising working hard to make the museum a financial success and build a strong commercial reputation

Provocative challenging people to look and think afresh about design

designmuseum.org