

GORDON RUSSELL DESIGN MUSEUM

Recruitment information

Job title: Digital Engagement Assistant

Salary: £18,720 pro rata

Hours: 10am-4pm, two days per week

Term: 6 month fixed-term

Location: Gordon Russell Design Museum, 15 Russell Square, Broadway, Worcestershire, WR12 7AP

Reports to: Director

Closing date for applications: 5pm, Thursday 30 September 2021

Interviews: Tuesday 5 October, via Zoom

About us

The Gordon Russell Design Museum is an independent museum and registered charity based in Broadway, Worcestershire. The museum celebrates the life and work of Sir Gordon Russell and his company, providing a fascinating insight into 20th century furniture design spanning Arts and Crafts cabinetmaking, Modernism, the Utility Furniture Scheme, The Festival of Britain and beyond. The museum shop Plane & Saw brings the story up to the present day, showcasing the work of contemporary designer-makers.

The museum's learning programme aims to inspire the next generation, providing opportunities for primary and secondary schools, colleges and universities, as well as supporting young furniture designers through a series of design prizes.

Our mission is to connect people with design; preserving and providing access to the collection as a means of exploring both its historic significance and contemporary relevance, creating compelling stories and inspiring experiences for all.

Job Description

Purpose and key objectives

The Digital Engagement Assistant is a new role which will provide crucial support in expanding the museum's digital presence, with the aim of making the remarkable stories from our collection and archive accessible to a wider audience and to support income generation through the development and promotion of our offer, including our online shop Plane & Saw.

As part of a small team the post holder will also assist with other aspects of the museum's operation by providing administrative support, and will work alongside the museum Director, Volunteers and Trustees to ensure a high quality visitor experience.

Key Responsibilities

Digital engagement and communication

- Help grow our audience by creating and scheduling content for our social media channels and engaging with our followers
- Contribute to and help maintain content on the museum website
- Prepare regular communications to send to our mailing list
- Maintain and update our online ticketing platform (Art Tickets)
- Maintain external listings of the museum on appropriate websites
- Assist with compiling data for reports (e.g. social media analytics) to enable us to deepen our understanding of our audience
- Add to and maintain the product listings on our online shop, Plane & Saw and support income generation through targeted promotions

Administrative support

- Provide administrative support to the Director
- Provide on site support to the volunteer team, including undertaking some volunteer duties on occasion if slots remain empty (within agreed working hours)
- Fulfilling orders for the online shop

This job description outlines the principal responsibilities and duties of the post holder. The Digital Engagement Assistant may be required to undertake other duties which may be reasonably requested by the Director and which are compatible with the overall scope and authority of the role.

Person Specification

Essential

- Excellent written and verbal communication skills, with experience of writing engaging copy
- The ability to think creatively, with a curiosity for good stories and the confidence to contribute ideas
- Highly computer literate
- An understanding of digital marketing and confidence using social media
- An interest in arts and culture
- An ability to work as part of a small team and to be adaptable
- An organised approach to work, including excellent time-management skills and meticulous attention to detail
- Self-motivated with the ability to work independently
- Enthusiastic with a positive attitude and good problem-solving skills
- Ability to collate, interpret and present data in a clear and concise way

Desirable

- Experience of working in a museum, gallery or visitor attraction
- Marketing experience
- Good understanding of analytics

Holiday Allowance

- 25 days' holiday allowance (pro-rata)

Pension

- Auto-enrolment scheme

Discretionary benefits

- 10% discount in the museum shop Plane & Saw
- Free admission tickets to the museum for family and friends
- Free tickets to museum talks and online lectures

How to apply

Please complete and return the application form, which is available to download on our website here: <https://www.gordonrusselldesignmuseum.org/work-with-us/>

The completed forms should be returned by email to Verity Elson, Director verity@gordonrusselldesignmuseum.org or by post to:

Gordon Russell Design Museum, 15 Russell Square, Broadway, Worcestershire, WR12 7AP

Deadline for receipt of applications

The deadline for applications is **5pm on Thursday 30 September 2021**

Interviews

Interviews will be held remotely, via Zoom, on **Tuesday 5 October**

Data Protection

Information provided by you as part of your application will be used in the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application in the recruitment process. Once this process is completed the data relating to unsuccessful applicants will be stored for a maximum of 3 months and then destroyed. If you are the successful candidate, your application form will be retained and form the basis of your personnel record.

Equal Opportunities

The Gordon Russell Design Museum is committed to promoting a diverse and inclusive workplace. We aim to ensure that opportunities to work with us are open to everybody and welcome applications from suitable candidates of all backgrounds.

We welcome applications from disabled people. You may wish to discuss reasonable adjustments for the role. If so please state this on your application and we will be in touch with you.

If you have any questions about application process please contact
info@gordonrusselldesignmuseum.org or telephone us on 01386 854695