

## Job Description

<b>Job Title:</b>	Marketing and Communications Manager (Parental Leave Cover)
<b>Location:</b>	Paul Mellon Centre (PMC), 16 Bedford Square, London, WC1B 3JA
<b>Reporting to:</b>	Digital Lead
<b>Responsible for:</b>	Marketing and Communications Coordinator

## Main Purpose of the Job

To develop and implement strategies and campaigns to promote and communicate PMC's research, events, publications, archives and library, grants and fellowships, job opportunities, networks, and learning activities, ensuring that our work reaches and engages with a wide audience, both within academic communities and the general public.

This includes:

- **Brand management:** overseeing the creation and management of branded print materials at PMC, to increase awareness of, and engagement with, the work of the organisation.
- **Communications strategy:** creating and managing effective internal and external communication strategies across digital, print and press.
- **Campaign management:** being responsible for creating campaign strategies and plans for major PMC events or publications such as the Mellon Lectures.
- **Content creation:** overseeing or producing marketing content for social media, newsletters, the website and printed materials.
- **Audience development:** growing and diversifying PMC's audiences, making British art research more accessible.
- **Media relations:** managing relationships with media outlets, journalists and partners.

## Key Responsibilities

### Brand Management

- act as lead contact for printing and distribution companies producing printed marketing materials

- manage the annual budget and spending for printed branded materials
- act as brand guardian, ensuring visual coherence and tone of voice are upheld across departments
- prepare a detailed annual budget and manage spending
- oversee the print production of branded materials such as flyers, bookmarks and posters
- establish a library of stock photography for PMC, commissioning new photography and providing guidance to colleagues on accessioning their own images
- coordinate with external designers and printers
- liaise with colleagues across PMC to ensure content is up to date and relevant
- maintain consistency across templates, using the PMC colour palette, logos and fonts
- ensure organisation-wide understanding of the brand by developing tools and training which enable colleagues to effectively engage with and apply that identity
- align all marketing and communications outputs with PMC's overall strategy
- build and maintain relations with the Yale Center for British Art (YCBA) marketing and communications team
- commission the production and design of print and digital assets for promotional use from external designers, working on calls for designers and creating design briefs
- manage the process of sending out content for proofreading by external proofreaders

## Communications strategy

- align communications efforts with PMC's mission, strategic goals and audience needs using supporting documentation
- create, develop and execute content marketing strategies
- monitor and report on the landscape of digital marketing platforms to the Senior Leadership Team (SLT)
- collaborate closely and on a daily basis with department leads on marketing and communications needs, advising on adapting content to specific audiences
- prepare appropriate reports and dashboards using Google Analytics and Google Data Studio as well as Google AdWords
- prepare and maintain clear and concise documentation of policy, services and processes
- appoint, manage and oversee the work of freelance contractors, interns and additional staff, as required, in addition to line management of the Marketing and Communications Coordinator.

- contribute to conversations around Artificial Intelligence in collaboration with the Digital Lead and HR Manager

### Campaign management

- develop campaigns to promote activities that require high engagement such as events, publications and learning, working with key stakeholders
- manage print and digital advertising campaigns
- coordinate timelines and content production for campaigns in collaboration with relevant teams
- follow and develop project management plans and schedules in order to achieve project and programme objectives

### Content creation

- manage and grow PMC's social media channels
- act as Website Manager for PMC's institutional platform, [paul-mellon-centre.ac.uk](http://paul-mellon-centre.ac.uk), with overall editorial responsibility for content and managing external freelance proofreading supplier
- create monthly mailouts and ghostwrite the Director's seasonal updates for approval
- maintain the News section of the PMC website, gathering copy and suggesting news items to colleagues throughout the year – aiming for a minimum of three news items a month
- maintain relevant and rolling content on the reception screen in collaboration with the Technical Producer
- use evidence, data and research to inform content decisions, including keyword research to improve the findability of content
- create and publish content about PMC marketing and communications initiatives to inspire others in the sector
- understand and plan end-to-end user journeys when creating, updating and archiving content
- support programmes by producing, project managing and maintaining new and existing digital resources for the study of British art and architecture
- commission the production of film and audio content, working with external suppliers

### Audience development

- grow and manage the PMC's mailing list

- ensure that content is distributed widely across multiple platforms in order to reach new and diverse audiences
- project manage implementation of WCAG 2.0 standards across digital platforms and act as digital accessibility champion

## Media relations

- write and distribute press releases where needed, with the exception of book publications
- build and maintain relations with relevant industry publications, both print and digital
- provide communications support regarding sensitive issues, ensuring clear and appropriate responses in line with institutional policies

## Person Specification

### Essential Skills and Competences

The postholder will have:

- proven experience in a marketing and communications role within the cultural, academic or non-profit sectors with a strong knowledge of digital marketing practices including social media, email marketing, SEO and website content management.
- experience of developing and delivering integrated communications strategies and campaigns, managing brand identity and visual communications across multiple platforms and writing insightful, engaging copy tailored to different audiences and platforms.
- experience of using data management systems (such as a web content management systems or collections information systems) with the ability to interpret data into actionable insights through reports, dashboards and presentations.
- excellent interpersonal and communication skills, both written and verbal, with the ability to adapt content to different audiences and platforms alongside good visual literacy and understanding of branding principles.
- experience of line managing staff, freelancers and contract staff and liaising with external partners such as advertising managers to book print and digital ads.
- the ability to organise work effectively, set priorities and take a proactive, creative approach to problem-solving with a strategic mindset and a commitment to ongoing learning and development.
- good knowledge of computer systems, the ability to use Microsoft Office and basic HTML code with a high level of accuracy and attention to detail.
- a strong understanding of the principles of equality and diversity as they relate to audiences, and the ability to apply and promote these in practice at work
- a keen interest in the gallery, library, archive and museum sector

## **Desirable Skills and Competences**

The postholder will preferably have:

- knowledge of the British art landscape or interest in art historical publishing and research
- experience in using Google Suite, including Search Console, Analytics and AdWords
- experience of producing digital content (photography and video) and familiarity with graphic design and video editing tools such as Adobe Creative Suite
- an awareness of copyright issues and data protection responsibilities
- a professional project management qualification

## **Additional Information**

It is expected that employees will develop personal skills and capability through on-going training, as provided by PMC or elsewhere, subject to approval.

It is not possible to cover all potential responsibilities in the job description and it is therefore expected that the postholder will cover tasks that are within their capabilities which are not specifically covered by their job description, therefore flexibility is required.

PMC reserves the right to update and amend this job description from time to time as organisational requirements dictate.