



## Kids in Museums

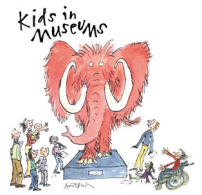
### Content and Communications Manager

Full-time permanent role

£34.5k - £36k plus pension contribution

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## Welcome

Thank you for your interest in the role of Content and Communications Manager at Kids in Museums. We appreciate the time you spend learning more about the role and hopefully submitting an application.

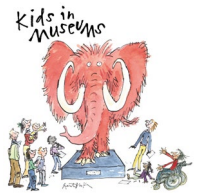
Kids in Museums is an award winning national charity that exists to make museums, galleries and heritage attractions more welcoming and accessible for all children, young people and families. We champion their voices to the museum sector and their experiences shape our work.

The most recent data shows that about 40% of 5-15-year-olds in England haven't visited a museum in the past 12 months.

The reasons why these children and families don't visit museums are multi-layered. The cost of a day out is an important factor. A considerable number of children, young people and families don't feel confident visiting museums. Access to museums is still unequal. Those from minority ethnic backgrounds, working-class backgrounds, and who have a disability face the most barriers to visiting.

If you want to help us change this and improve access to museums, we'd love you to consider joining our supportive, friendly team. We are working hard to increase the diversity of our organisation, so our staff, volunteers and Trustees are more representative of the audiences we champion. We welcome all applications, but we are particularly keen to hear from people with disabilities, people from minority ethnic backgrounds and people from working class backgrounds.

We want our recruitment process to be as open and friendly as possible. If you have any questions or want to have informal conversation about the role, please get in touch by email: [alison@kidsinmuseums.org.uk](mailto:alison@kidsinmuseums.org.uk)



## Key terms and conditions

Salary: £34,500 - £36,000. Salaries are reviewed annually, and we endeavour to ensure that we offer increases in line with inflation.

Contract: Permanent.

Location: Flexible. Kids in Museums has an office at [Rich Mix](#), a cultural venue in East London. We would like the postholder to spend some time in the office regularly to support collaboration with the wider team. However, we want to make the role as accessible as possible. We will consider all remote and hybrid working options.

Hours: 37.5 hours per week (core business hours are Monday - Friday 9am - 5.30pm with a one hour unpaid break). There is potential for flexible start and end times in line with our flexible working policy. We will accept job share applications for this role.

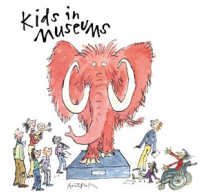
Holiday: 25 days plus bank holidays and an extra day for your birthday.

Pension: this role is eligible for the Kids in Museums auto enrolment scheme provided by NEST.

Reports to: Executive Director, but the postholder will work closely with the whole Kids in Museums team and members of the Board of Trustees.

Probationary period: Three months.

Notice period: Two months.



## Role overview

Content and Communications Manager is an important role at Kids in Museums. They shape our voice in the museum sector. The role involves close collaboration with all team members, working across all our core programmes. It would suit someone who is keen to develop both the organisation's social media, marketing and communications strategy as well as being hands on running a website and several active social media channels.

The post holder will work with the Executive Director to develop our content and communications strategies, plan relevant and engaging content for museum professionals and families to share in email newsletters and on our social media channels, manage our website, lead on the delivery of the [Family Friendly Museum Award](#) and [Family Café Standard](#) and support our partnerships to deliver museum trails.

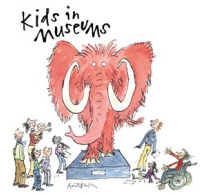
Working with other team members, in particular the Head of Programmes, the Content and Communications Manager will help increase engagement with all our core programmes such as the [Kids in Museums Manifesto](#) and Takeover Day. They will also lead on marketing for Kids in Museums' [national training programme](#) and wider training and consultancy offer.

You do not need to be a graduate to succeed in this role. Your existing social media, marketing and communications skills and creativity are more important. You can have developed these skills in a variety of different roles across marketing, digital, press and PR. We're open to people from different professional backgrounds and want to be open to candidates who have had a variety of different previous roles. It's also not essential to have previous experience in the museum and heritage sector. We're keen to hear from people from different backgrounds, although we do want someone who is committed to our mission and passionate about making museums and heritage organisations better places for children, families and young people to visit. We are a small, friendly, supportive team. We offer all staff opportunities for training and development through attending a range of sector events and courses and visiting museums, galleries and heritage sites.

## About Kids in Museums

Kids in Museums is an award-winning national charity dedicated to ensuring that all children, young people and families feel welcomed and involved in museums and other heritage sites. In recognition of our excellent track record and future ambitions, the charity was selected by Arts Council England as one of the five Investment Support Organisations for the museum sector between 2023 and 2026. In 2023, we were named Best Sector Support Organisation at the Museum + Heritage Awards.

This is a great time to be joining the Kids in Museums team. Our core programmes, such as the Family Friendly Museum Award, have returned to pre-pandemic scale, our training and consultancy offer is growing, and we are introducing new programmes of work such as the Family Café Standard, support to recruit Young Trustees and museum benchmarking tools.



More information about Kids in Museums can be found on our website: [www.kidsinmuseums.org.uk](http://www.kidsinmuseums.org.uk)

Find us on [X/ Twitter](#), [Facebook](#) and [Instagram](#).

## Role Description

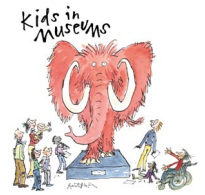
The main areas of the role are outlined below:

### Strategy and planning

- In collaboration with the Executive Director, develop a long-term strategy for Kids in Museums communications with the museum sector and families across our website, social media, email newsletters and press.
- Work with the Executive Director and Head of Programmes to develop marketing plans for Kids in Museums training and consultancy.
- With the Executive Director, take responsibility for developing and communicating the organisation's key messages to museums and families, maintaining our brand and ensuring that all our communications are accessible.
- Identify opportunities for reactive and proactive editorial coverage (museum sector and beyond) for Kids in Museums, working with the Executive Director to shape stories.
- Stay up to date with trends in museum sector social media, marketing and communications and apply the learning to Kids in Museums.

### Social media, email newsletters and website

- Manage the Kids in Museums X/ Twitter, Instagram, Facebook and LinkedIn channels, responding to the needs of our target audience on each. This will include planning and creating content that reflects the organisation's programmes and priorities as well as reacting to key issues and events relating to museums and heritage, children, young people and families.
- Ensure all online content meets Kids in Museums acceptable IT and social media use policies and does not violate the policies of any channels used for example in relation to copyright.
- Create and deliver a schedule of email newsletters that ensures the organisation balances the need to increase engagement with our core programmes, provide sector news and resources, and promote training and events.
- Lead on the maintenance of the Kids in Museums website including collaborating with the Head of Programmes and Executive Director to commission online resources, ensuring that the information on the website is accurate, up to date and accessible and liaising with our web developers to resolve any technical issues.
- Set appropriate targets for engagement with the website, social media and email newsletters and collect data to discuss progress against targets with the Executive Director.



## Marketing

- As part of the organisation's income generation plan, work with the Head of Programmes to drive sales of tickets to training webinars, events and commissions for bespoke training and consultancy.
- Promote engagement with Kids in Museums core programmes such as the Manifesto, online resources, Takeover Day and the Family Friendly Museum Award.

## Programme delivery

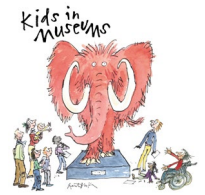
- Working with the Team Administrator and volunteers, lead on the delivery of the Family Friendly Museum Award. This will include co-ordinating museum and family nominations, recruiting and supporting family judges and working with the Executive Director to deliver the award ceremony.
- Support the Head of Programmes to deliver consultation about the Kids in Museums Manifesto and review and update the Manifesto text every two years (next review due in 2024).
- Work with the Team Administrator to deliver the Family Café Standard twice a year. This will include promoting the accreditation scheme, co-ordinating applications and promoting the organisations achieving accreditation.
- Lead on the delivery of free museum trails.
- Work with the wider team to deliver the digital element of Takeover Day.

## Partnerships

- Maintain strong working relationships with museum development organisations, other sector support organisations and museums to create opportunities to share and co-promote content.
- Develop existing relationships and seek new partners to support the delivery of free museum trails.
- Support the Executive Director to deliver the requirements of corporate sponsorship agreements.

## Content and communications administration

- Maintain an image library including commissioning photography and ensuring appropriate data protection permissions are in place to use and share images.
- Manage Kids in Museums brand guidelines, style guide and accessibility guide for communications and support team members to use them in their work.
- Ensure Kids in Museums is promoting safe internet use for under 18s during programmes such as Takeover Day.
- Work with the Team Administrator to update our website and online resources.
- Contribute to reporting to the Board of Trustees and key funders.
- Co-ordinate work with translators, especially to create Welsh language materials as part of Kids in Museums' Welsh government funding.
- Edit and proof read a variety of written content to ensure that it meets the Kids in Museums style guide.



## Person Specification

### Essential

- Commitment to the work of Kids in Museums and our mission to make museums, galleries and heritage attractions more welcoming and accessible to children, young people and families.
- Demonstrable experience of developing long-term strategies and plans for marketing and communications across social media, website, email newsletters and editorial channels.
- Excellent hands on social media skills, with demonstrable experience of creating engaging, audience focused content for X/ Twitter, Facebook, Instagram and LinkedIn.
- Demonstrable experience of working collaboratively with a staff team and a web developer to manage a website, including maintaining a consistent style, ensuring accessibility, commissioning content and using a Content Management System, ideally WordPress.
- Demonstrable experience of writing email newsletters for a range of audiences, growing a mailing list and using a platform like MailChimp.
- Experience of building and maintaining partnerships with a range of different organisations including museums, galleries and heritage organisations, funders, sector support organisations and companies outside of the museum sector.
- Excellent written communication skills with the ability to write engagingly and clearly for a range of different audiences.
- Ability to pay close attention to detail, in particular around proof reading, editing and consistently implementing a brand and organisational style.

### Desirable

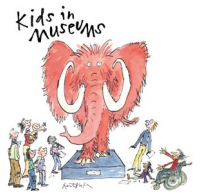
- Experience of basic image, film and audio editing and subtitling.
- Experience of creating simple graphics for social media using tools such as Canva.
- Knowledge of Google Ads.
- Previous experience of working in the museum, gallery or heritage sector.
- Previous experience of a role in marketing, digital, press or PR in the cultural or charity sector.
- Awareness of data protection issues particularly in relation to images and data from children and young people.
- Awareness of trends in social media, digital content creation and heritage and museum marketing

## Job sharing

If you want to apply for the role as a job share, we need you to have found a job share partner in advance of applying. Although we want to be a flexible employer, we do not currently have the capacity to arrange job sharing partnerships.

If you are applying for the role as a job share, we need both partners to submit a CV and covering letter as outlined below.

In addition to the information we require in your covering email, please let us know you are applying for the role as a job share and who your job sharing partner will be. If you are successful in being selected for interview, we will ask you about how you intend the job share to function at that stage.



## Eligibility to work in the UK

Candidates for this role must be eligible to work in the UK. We are not able to provide sponsorship for visas. Please note, if you are successful in your application, we will ask to see proof of your right to work in the UK.

## DBS Check

If you are successful in your application, we will require you to apply for a Basic DBS check. Your offer of employment will be conditional until this check is completed.

Kids in Museums wants to give applicants with criminal records a fair chance of employment. We will not discriminate against candidates with criminal convictions. We will assess any convictions revealed in a DBS check on a case by case basis in line with our recruitment policies.





## How to apply

Your application should be made up of the following elements.

### a) CV and supporting statement

As a guide, a CV should be no more than two sides of A4 and a supporting statement also no more than two sides of A4.

When writing your supporting statement, please ensure it highlights how you meet the essential requirements of the personal specification. We suggest using headings from the person specification to organise the information. Where possible please give an example of how you meet each point through your past work, education or volunteering experience. We don't mind how you built your skills and experiences, but we need to see them clearly evidenced so we know whether you are suitable for the role.

You may find the [STAR tool](#) helpful to plan the examples you use in your application.

If you would prefer to submit your application in another format, we will also accept a film or audio recording of up to 15 minutes in length instead of a CV and supporting statement.

When saving these documents please include your name in the file name.

### b) Equal opportunities monitoring form.

If you feel comfortable, please also submit an equal opportunities monitoring form. Submitting an equal opportunities monitoring form is voluntary. The form will not be used in consideration of your application, and it will be separated from the rest of the application. The data will be anonymised and stored for up to 12 months to be used for monitoring purposes. We collect this information to help us understand the effectiveness of our recruitment processes in attracting diverse candidates.

### c) Covering email.

Please attach all these documents to a covering email. In the email accompanying your application, please also tell us about:

- Any notice period for your current role.
- The name and contact details of two referees. Please also tell us when during the application process we can contact them.
- Any adjustments you would need us to make to enable you to attend a Zoom interview.

Please title your email 'Content and Communications Manager role application'.



#### d) Closing date

The closing date for applications is **5pm on Friday 9 February 2024.**

Please send your applications to [alison@kidsinmuseums.org.uk](mailto:alison@kidsinmuseums.org.uk)

We will acknowledge the receipt of all applications by email.

## Access

Kids in Museums is committed to running an accessible recruitment process. This role description is available as a large print document or an audio file. If you require the document in those formats, please email [alison@kidsinmuseums.org.uk](mailto:alison@kidsinmuseums.org.uk) If you require a format that is not listed, please contact us and we will work to meet your request.

Your application can be submitted as a word document, audio file or film as described above. If you would like to submit your application in another format, please contact us.

If you require any adjustments to be made to attend a Zoom interview, please include this information in your covering email. We will talk to you about how best to meet these requirements if you are invited to interview.

The Kids in Museums office is on the second floor at Rich Mix. There are lifts to the second floor and level access to and from the lifts. There are four accessible toilets in the venue, but not currently a Changing Places toilet. Reasonable adjustments can be made to office furniture and computer equipment for a postholder for either office or remote working.

## Interviews

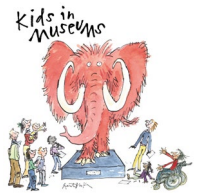
Interviews will be held on **Tuesday 27 and Wednesday 28 February 2024** on Zoom.

The interview panel will be made up of members of the [Kids in Museums team](#). As well as including a series of questions about your skills and experience, the interview will include a short presentation task. As well as details of the presentation, we will supply the interview questions in advance.

We will notify successful candidates who have been selected for interview by email by the end of the day on **Friday 16 February 2024.**

Please note that if you have not heard from us by this date, you should assume that your application has been unsuccessful. Kids in Museums is a small organisation and does not have the capacity to provide feedback to unsuccessful candidates prior to interview.

All candidates who are interviewed will receive feedback.



## Questions

If you have any queries about the role or would like an informal conversation about the role, please contact Alison Bowyer, Executive Director on [alison@kidsinmuseums.org.uk](mailto:alison@kidsinmuseums.org.uk) or 07709 010273.

We request no contact from recruitment agencies or job advertising websites.

## Data Protection

Kids in Museums will use the information provided in your CV and covering statement for the purposes of considering your suitability for the Content and Communications Manager role. As stated above, your Equal opportunities monitoring form will be detached from your application and the data it contains will be anonymised and only be used for monitoring purposes. All documents will be stored securely. Documents from unsuccessful applicants will be stored for 12 months and then destroyed. Documents from successful candidates will be stored in line with our policies for employees. For more information see our [Privacy Policy](#).