



Museum Intern - Job Description

Post Title: Museum Marketing Intern	Salary: £7,500.00
Post No: 1710	Reports to: Director

MAIN PURPOSE:

Biggin Hill Memorial Museum is seeking a creative and highly organised intern to support the team to plan, implement and evaluate creative marketing campaigns (using all elements of the marketing mix) that will drive visitors and income.

NB. This is a part-time post, three days a week (21 hours) and it is a six-month fixed-term contract. Working hours will be on a rota and will include weekends.

This post is supported by the National Lottery Heritage Fund

SUMMARY OF RESPONSIBILITIES AND DUTIES:

1. Contribute to the development and execution of the marketing and PR initiatives.
2. Assist the marketing team in all aspects of timeline and budget management.
3. To support the delivery of the museum's social media strategy and maintain the website.
4. Undertake research and draft copy, check facts and proof-read, source images, rights approvals to create compelling and engaging marketing assets.
5. Manage the production of online and offline communications and campaigns.
6. Assist in constructing e-communications and campaigns for members.
7. Develop and maintain recording systems and data on the effectiveness and

Job Description & Person Specification

impact of a marketing campaign.

8. To undertake visitor services tasks including welcoming visitors and attending the front desk as and when required.
9. To support the delivery of the museum's retail offer and commercial activities.
10. To deliver guided tours and activity sessions and ensure the museum provides a high-quality visitor experience.
11. To undertake such other duties as may be reasonably required in the post or museum as directed by the Museum Director.

MANAGEMENT AND LEADERSHIP:

This post is not responsible for any staff.

EQUALITIES:

Implementation of the museum's equal opportunities policy and its statutory responsibility with regard to other individuals and service delivery.

	Date	Name
1. Date drawn up	November 2020	Katie Edwards