The Roald Dahl Museum and Story Centre (RDMSC) welcomes thousands of people through our doors every year to experience the wonder and magic of Roald Dahl’s storymaking, in the beautiful Chiltern Hills that inspired so much of his work.

The Museum was established as a charity in 2003 with objectives that underpin our purpose today: that everyone who experiences the Roald Dahl Museum and Story Centre understands how the work of Roald Dahl can be a key to unlock the stories we all have inside. A visit to the Museum probably starts with a love of Roald Dahl’s stories, but we want all our visitors to leave with a stronger sense of their own creativity.

Our **Marketing & Design Officer** works closely with the Marketing & Design Manager and colleagues across the Museum to help raise awareness of the Museum to the visiting public. Your role will be key in helping the Museum achieve its targeted visitor numbers and thrive into the future. Through words and design you will help to provide a warm, witty, welcoming and playful experience for visitors before, during and beyond their visit.

**What you’ll be doing**

The **Marketing & Design Officer** will support the Marketing & Design Manager to deliver the Museum’s marketing strategy.

You will regularly interact with colleagues across the Museum. Our small and friendly team work closely together, and you will help to ensure we are communicating consistently with our audiences across the board. You will be involved in projects that overlap with other departments, such as Learning, Collections or Visitor Experience, and you’ll feel confident to generate promotional content for and from various Museum events and activities.

The **Marketing & Design Officer** will be joining the team at an exciting time. Our closest stakeholder – the Roald Dahl Story Company – is expected to expand its visibility with exciting projects in cinema, streaming and other media over the next few years. The Museum in turn is constantly striving to improve our public offer from the smallest detail to – eventually – a major capital redevelopment of our entire site. This role will be key in helping to deliver our marketing strategy across the Museum’s channels and providing the in-house design capacity that keeps us looking fantastic.

**The role will cover all aspects of marketing and design within the Museum, with a particular focus on digital marketing. Here’s what a typical day might involve:**

* Replying to queries and questions from our social media channels, getting input from the wider Museum team when required.
* Updating the Museum’s website, managing the Museum’s presence on third party websites and helping to grow our subscriber lists.
* Creating content for the Museum’s social channels. This might include crafting copy, photos, films or graphics.
* Implementing PPC (pay per click) ads and monitoring the Museum’s ongoing digital activity.

**This job will suit you if...**

* You are creative and brimming with ideas. You have a keen interest in marketing and design and enjoy solving problems creatively and visually.
* You have an understanding of digital channels and social media and are keen to learn more.
* You are organised and efficient, with great attention to detail in all your work. You love taking on challenges and finding solutions.
* You communicate clearly, both in person and on paper. You enjoy interacting with a variety of people and you understand the value of listening. You can also be discreet and understand when and why this matters.
* You can self-motivate and act on your own initiative, and you’re also a team player who loves working collaboratively to solve issues.
* You are motivated and driven. You’re keen to learn and take on new challenges. You’re going to take ownership of the time you spend with us and truly make a difference.

**The experience you’ll need**

You’ll have a keen interest in marketing and design and demonstrable knowledge of digital tools and social channels, but most importantly you’ll be enthusiastic, keen to learn and full of ideas.

You’ll be adept at excellent verbal and written communication, and you will be able to demonstrate your organisational and time management skills.   
  
Some previous experience with or knowledge of digital tools and social channels essential. If you’ve used Wordpress, Mailchimp or Google Analytics before we’d love to know about this, but full training will be given.

You’ll have some experience in delivering marketing campaigns, this would ideally be within the culture and heritage sector but a good track record of how to promote to audiences in any sector will be useful. Qualifications in a marketing-related field would be desirable, but not essential.

To get this role you’ll, above all, need to demonstrate an enthusiasm for marketing and design and a keenness to learn. For content creation, if you have experience in using Adobe Creative Suite already, that’s going to be a real benefit, but a can-do attitude and the ability to think creatively is most important. We would love to see any evidence of skill in design, photography or film. This is not essential to apply for the role, but you should be willing to build your skills in these areas during your time with us.

**Where could your career go next?**

We love helping people to grow their careers, whether that’s within the Museum, or giving you the skills to take to another organisation if that’s right for you. Professional development within the role will very much be supported and encouraged.

**Other things you’ll want to know**

* This role will report to the Marketing & Design Manager.
* We expect this role to be part-time, 22.5 hours a week. This can be taken over three or four days – the exact working pattern will be discussed with the successful candidate. You may be required to work occasional weekend dates, for which time off in lieu will be given.
* This role can be worked on-site and remotely. We have solid IT systems which support remote working, but as we are a visitor attraction it is important that all our staff spend enough time at the Museum to know and understand it.
* You’ll get 28 days holiday per year (pro rata based on contracted hours), plus UK public holidays (allocated pro rata based on your agreed working pattern).
* The starting salary for this role is £18,179 (pro rata from FTE salary of £29,895).
* There is a 3-month probationary period after you join us. During your probationary period, we’ll give you the initial training and direction you’ll need to perform your role effectively. The probationary period is the opportunity for you and the Museum to make sure that you’re the right fit for the role. During the probationary period the notice is one week either side.
* After successful completion of your probationary period, the Museum will make a contribution equivalent to 6% of your salary into an agreed pension scheme.
* Continuous Professional Development is a big deal at our Museum, so you will have the chance to increase your skills and experience through training courses and other means.
* A summary of our current organisational structure is included at the end of this document, so you can understand how your role fits into the overall operation of the Museum.