

JOB DESCRIPTION AND PERSON SPECIFICATION

Senior Integrated Marketing Manager



Job title	Senior Integrated Marketing Manager
Contract type	Full time (5 days per week) for 2 years (Year 2 subject to funding)
Salary	£34,000–38,000 p.a. (depending on experience), plus matched 5% pension contribution
Location	London-based team – flexible working offered, with a requirement of minimum 1 day per week in museum
Deadline for applications	Tuesday 14 June 2022
Interviews expected	Late June 2022

BACKGROUND

The Migration Museum (www.migrationmuseum.org) produces inspiring exhibitions, events, education, community and public engagement programmes to shine a light on the many ways that migration to and from Britain across the ages has shaped who we are.

We have been based in the heart of Lewisham Shopping Centre in south-east London since February 2020, where we have welcomed over 50,000 visitors despite intermittent closures due to the pandemic.

Over the past two years, we have significantly raised our profile, most notably through:

- [Football Moves People](#) – an OOH, social and IRL public engagement campaign around the men’s Euros in summer 2021, with an organic reach of over 4m.
- [Heart of the Nation: Migration and the Making of the NHS](#) – our first major digital exhibition conceived, designed and delivered in 2020, achieving critical acclaim and media coverage.
- [Departures](#), an immersive exhibition and podcast series exploring 400 years of emigration from Britain from the Mayflower to the present day.
- [Migration Network](#) – a knowledge-sharing network to facilitate dialogue about working on migration themes, supported by a range of partners including COMPAS (University of Oxford), Museums Association, National Museums Liverpool and the National Trust.

- Education – expanding the reach of our education programme, for example through consultation on the new Migration GCSE History topic by the UK’s biggest exam board Pearson Edexcel.

In April 2022, we opened our latest exhibition [*Taking Care of Business: Migrant Entrepreneurs and the Making of Britain*](#) and our [*Migrant Makers Market*](#), a concept store and makerspace championing products made by migrant-owned businesses and hosting regular maker-led workshops. A *Taking Care of Business* microsite designed to integrate with the physical exhibition will be launched summer 2022.

We will be based in our current home in Lewisham until at least the end of 2023. During this time, we will continue to test ideas, gather feedback and deepen engagement while also continuing to grow our profile and engagement via digital and social campaigns and content.

All of these activities are building towards us securing a permanent Migration Museum for Britain – a landmark, welcoming space for all – allied to spaces for locally relevant migration storytelling across the country.

PRIMARY JOB PURPOSE

The Migration Museum has grown significantly in stature and following over the past few years.

We are now seeking a Senior Integrated Marketing Manager to develop the Migration Museum brand and campaigns strategy, and lead on the development and delivery of an integrated marketing strategy which can play a central role in enabling us to realise our ambitious plans and lead the Migration Museum into this exciting next phase.

The Migration Museum has a notably different audience and approach to many other UK heritage and cultural institutions. We are a museum that is both hyper local and nationally relevant, engaging audiences that are younger, more ethnically diverse and from a wider range of socio-economic backgrounds than other London or national museums.

At this exciting time, we are seeking to build an integrated marketing strategy to boost visitor numbers, brand awareness and engagement in order to take us to the next phase in the delivery of a permanent Migration Museum for the UK.

KEY RESPONSIBILITIES

1. **Integrated marketing strategy** – You will lead the creation of a marketing roadmap and mid to long term fully integrated marketing strategy that is aligned with our theory of change and five-year plan. Identifying key areas for development and expansion, and working with external parties and agencies where necessary to deliver the strategy.
2. **Digital marketing management** – You will develop the Migration Museum’s digital marketing tools, including working with external agencies to oversee a digital brand refresh for the Migration Museum’s online presence. You will utilise platforms such as Google Analytics (GA) and other data-driven AB-testing tools.
3. **Audience insight and data management** – You will use evaluation data to create insight-led marketing campaigns, working with the team to ensure that marketing outputs and campaigns are in line with digital audience data, evaluation responses and IRL visitor experience.
4. **Brand awareness and development** – You will act as a brand guardian, ensuring consistency across all Migration Museum channels, outputs and partnerships – both visually and with regards to core values and mission. You will work with external partners to review and update Migration Museum brand guidelines.

PERSON SPECIFICATION

Essential

- Marketing professional with 5+ years' experience
- A problem-solver with a willingness to offer creative solutions grounded in your marketing and campaigns experience
- Strong analytical and insight skills, with experience in developing dynamic marketing and communications campaigns which incorporate testing to measure success, adapt and develop
- Broad functional knowledge of marketing and customer relationship management (CRM) systems and experience using technologies such as GA, AB testing and marketing automation tools
- Experience and confidence in using marketing metrics and data to justify decisions and challenge assumptions and opinions
- Experience in turning analysis and learnings into tangible next steps and opportunities that support and grow our offering across the organisation
- Proven ability to craft compelling, accurate marketing copy and messaging for a range of audiences that complements and is in line with organisational branding and tone of voice
- Strong project management skills and an ability to work across multiple teams with conflicting priorities
- Skills and interest in the intersection of physical and digital marketing

Desirable

- Understanding of search engine optimisation (SEO) and pay-per-click (PPC) marketing
- Digital project management experience
- Media planning and buying experience
- Print/physical exhibition or event marketing experience

Behaviour

- Proactive self-starter
- Willingness to work independently and in dynamic and fast-paced environment
- Hands on and ready to make an impact
- Rigorous attention to detail
- Passionate and driven individual with a commitment to diversity
- An ability to work alongside other team members at the Migration Museum in Lewisham and/or other physical locations in London at least 1-2 days per week. This role may potentially also include some travel outside of London

HOW TO APPLY

To apply for this position, please e-mail a copy of your CV and a covering letter of no more than 800 words to Matthew Plowright: matthew@migrationmuseum.org.

Please also complete our [Equal Opportunities Monitoring Form](#) and return it separately to info@migrationmuseum.org with the subject title 'Senior Integrated Marketing Manager Monitoring Questionnaire'. These monitoring forms will be stored and assessed separately and will not be linked to your application.

The deadline for applications is Tuesday 14 June 2022.

Shortlisted applicants will be invited to interview and asked to complete a task, to be completed in advance of their scheduled interview time and discussed during interview.

If you have any questions about the role, please contact info@migrationmuseum.org.