

## **pr and communications officer**

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**Reports to: media and pr manager**

**Department: communications**

**Contract: 12 months**

### **Overview**

The Design Museum is looking for an enthusiastic PR and Communications Officer to join their busy and dynamic Communications team. The post holder will be a key member of the team charged with promoting awareness and understanding of the Design Museum and its activities to the media, key audiences and opinion formers. They will support the Media and PR Manager in ensuring that the museum uses media relations and PR most effectively to achieve its mission and deliver its vision. The focus of the role is to generate media coverage and content that will help the museum amplify its influence and visibility. The role works closely with all teams within the museum to ensure integrated and successful communications.

### **Job description**

#### **Press**

- Support the Media and PR Manager with a range of press requests including images, interviews, photocalls, events and filming.
- Undertake research and organise events and meetings when needed.
- Manage the administration of the press office including contact management, filing, compiling reports, drafting materials and researching future opportunities.
- Oversee the compiling and reporting of press coverage.
- Keep abreast of marketing, press and digital developments and trends to share with colleagues and inform professional practice.
- Contribute ideas that will put the museum on the news agenda and communicate it's key messages

#### **Social media**

- Working with colleagues across the museum, support the Digital Communications Executive in finding opportunities to animate the museum's social media activity.
- Establish and manage relationships with social media influencers and organise influencers' events to increase awareness of the museum's programme.
- Work closely with the exhibitions team, exhibitors and partners to coordinate promotional content for major exhibitions, Designers in Residence and events.

#### **Stakeholder communications**

- Support the Media and PR Manager and the wider senior team to work with corporate and institutional stakeholders.
- Ensure that key stakeholder activity is recorded on the museum's CRM database,
- Compile regular media and PR updates to the museum's Trustees and Directors.

## **Reporting**

### **Volunteers**

- Work with and support volunteers to ensure their full integration into the Communications team.

### **Person specification**

#### **Knowledge and experience**

- Great communication skills including outstanding visual literacy, written and oral skills
- An understanding of communications in a digital age and an awareness of digital trends
- Good knowledge of Photoshop, web content management systems, Social Media and photography
- Attention to detail and the ability to multi-task
- The ability to plan and prioritise
- Numeracy skills
- Passion for and knowledge of design

#### **Terms and conditions**

**Salary: up to £23,000 per annum, dependant on experience**

**Holidays: 25 days per annum**

**Hours: full time, 40 hours per week**

The museum offers many other benefits including cycle to work scheme, season ticket loan, childcare voucher scheme, free entry to a wide number of galleries and museums in London, free entry for friends and family to the museum, access to a defined contribution pension scheme, a variety of staff discounts including the museum shop and restaurant.

To apply please email a covering letter which addresses the criteria as set out in the person specification, CV and Applicant Information Form to [applications@designmuseum.org](mailto:applications@designmuseum.org).

**Please quote job ref: PR&CommsOff/2018 in the email subject header**

**Closing date for applications: 23 July 2018, 9.00am**

**Interviews: Thursday 2 August 2018**

Due to the high volume of applications the museum receives we are unable to provide a response to applications on an individual basis. If you do not receive a response from us within two weeks of the closing date then you can assume that you have not been successful on this occasion.

The museum pro-actively seeks to collaborate with institutional partners, individuals and networks to realise its commitment to build a culturally diverse workforce. We positively encourage applications from underrepresented groups and consider candidates who are suitably qualified and eligible regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

#### **About the Design Museum**

The Design Museum is building the world's leading museum devoted to contemporary design in every form from furniture to graphics, and

architecture to industrial design. For the Design Museum, design is a continually evolving subject, which it explores through its exhibitions programme, permanent collection, learning and research activities. It is a way to understand the world and how you can change it. The museum's mission is to create the most engaging, exciting and inspiring design museum in the world.

Thirty-five years ago, Terence Conran established the forerunner of the Design Museum, the Boilerhouse, in the basement of the Victoria and Albert Museum (V&A) in London. As planned, the Boilerhouse quickly outgrew the V&A and in 1989 it moved on to become the Design Museum, in an architecturally striking transformation of a Thameside warehouse near Tower Bridge. Since then it has emerged as an institution with international status and significance, playing an important role in putting design and architecture on the cultural agenda.

In 2016, the museum relocated from its previous home at Shad Thames to the former Commonwealth Institute building in Kensington, west London. Leading designer John Pawson converted the interior of the building creating the museum's new home, giving it three times more space in which to show a wider range of exhibitions, showcase its world class collection and extend its learning programmes.

In May 2018, the Design Museum was announced as winner of the prestigious European Museum of the Year. Earlier this year, the Design Museum welcomed its one millionth visitor to its new home in Kensington and in its opening year it attracted 780,000 visitors between November 2016 to November 2017. *Ferrari: Under the Skin* became the most attended exhibition in the museum's history with over 100,000 visitors.

## **Our mission, vision and values**

### **Our vision**

We want everyone to understand the value of design

### **Our mission**

To create the most inspiring, exciting and engaging Design Museum in the world

### **Our values**

**Welcoming** everyone to the museum and making them feel it's a place for them

**Collaborative** engaging with many partners to bring our vision to life

**Enterprising** working hard to make the museum a financial success and build a strong commercial reputation

**Provocative** challenging people to look and think afresh about design

**[designmuseum.org](http://designmuseum.org)**