



HASLEMERE EDUCATIONAL MUSEUM

JOB DESCRIPTION – MARKETING OFFICER

General:

To provide marketing expertise to promote the Museum and its services, and to maximise publicity opportunities. This will require liaison with other members of staff in order to ensure an effective delivery of responsibilities.

Days:

Two days a week, 9am-5pm.

Key Responsibilities:

- Marketing and advertisement of events and exhibitions
- Promotion of the Museum and its services
- Designing posters/leaflets etc and keeping them replenished on display
- Support the production of the What's On programme
- Liaise with other staff in order to promote events and activities
- Writing press releases and generating publicity
- Building and managing relationships with the media
- Keeping records on media coverage
- Update general diary of relevant information and appointments
- Produce and maintain accurate databases of all PR/marketing stakeholders and information
- General paperwork duties including writing letters, filing and memos
- Answering enquiries, taking messages and producing notices
- Support the promotion and publicity of membership
- Manning of front desk as requested by Curator
- Attending meetings as required
- Attend courses and undertake relevant training as agreed
- To be vigilant and security aware at all times
- To be aware of Health and Safety issues and work according to requirements
- Be aware of GDPR regulations and work according to requirements
- Any other jobs commensurate with the post of Marketing Officer

Line Manager: Curator

Contract:

This is a 23 month contract that could be extended.

Haslemere Educational Museum
78 High Street, Haslemere, Surrey, GU27 2LA

Salary: £7,280 per annum

Application: Please send CV and covering letter to education@haslemeremuseum.co.uk

Closing date: Monday 6th June at 5pm.

Haslemere Educational Museum

The Mission Statement of Haslemere Educational Museum

“To forward and advance the study of Science, Literature and the Fine Arts by means of a well-equipped museum of Natural History and objects of art and of a scientific, literary and historical nature.” *Sir Jonathan Hutchinson, founder.*

Project Objective

To implement our Mission Statement by realising the potential of the Museum’s collections, buildings, grounds and amenities in a manner that combines recent changes in technology and contemporary user expectations with the 100 year old tradition of an institution that is part of Haslemere’s heritage.

The Foundation of the Museum

Haslemere Educational Museum was founded in 1888 by Sir Jonathan Hutchinson (1828-1913), an eminent surgeon whose practice was based in London. In the 1860s Hutchinson built a country home in Haslemere, where he had the space to indulge his delight in collecting. This passion was based on his deep conviction that an education could be acquired through the study of objects.

His original museum was opened in the grounds of his home until its success led to its establishment at more central site on the south side of town in 1895. It was conceived as a museum *for* Haslemere, not simply *of* Haslemere. At its inception it pioneered innovative ideas of museum education and interactivity which were influential at the time and which anticipated many ideas current today.

After his death in 1913, Hutchinson’s circle of like-minded friends and scholars were determined to keep his museum going. They convened a new board of trustees that, in 1926, established the museum on its present site.

Present Overview

Haslemere Educational Museum is an independent museum, a charitable trust and a company limited by guarantee. Throughout its history it has been privately financed, with only limited recourse to public funds.

In 2006 the Museum was awarded Accreditation by the Museums, Libraries and Archives Council, and updated by Arts Council England in 2013 and 2018.

Haslemere Educational Museum
78 High Street, Haslemere, Surrey, GU27 2LA

In 2012 the Museum won two national sector awards: The Telegraph Family Friendly Museum Award and the Museums + Heritage Nation's Favourite Museum Award. In 2014 the Museum won the Museums + Heritage Award for Project on a Limited Budget. In 2015 the volunteers of Haslemere Museum were awarded the Queen's Award for Voluntary Service. In 2016 the Museum won the Sandford Award for educational achievement. In 2018 the Museum won the Museums + Heritage Award for Fundraising Initiative of the Year. In 2021 we were again awarded the Sandford Award for excellence in education.

The Museum is open from Tuesday to Saturday 10am to 5pm. The Museum operates an entry by donation system.

Haslemere Educational Museum
78 High Street, Haslemere, Surrey, GU27 2LA

Haslemere Educational Museum is a charity registered in England and Wales (charity number 1071244); and a company limited by guarantee, registered in England and Wales (company number 3203702). Registered office: 78 High Street, Haslemere, Surrey GU27 2LA