



**Foundling
Museum**

Role:	Communications & Groups Coordinator
Reporting to:	Marketing & Communications Manager with a dotted line to Visitor Engagement & Retail Manager
Purpose of job:	To work as a key part of the Communications Team, line managed by the Marketing & Communications Manager. This role supports the Marketing & Communications Managers (job share), working alongside the Social Media Executive to promote Foundling Museum and its activities, helping us reach new audiences, generate income and increase engagement across all touchpoints. This role is the lead contact at the Museum for groups and tours, taking enquiries through to bookings, scheduling guides and arranging private tours.
Working pattern:	Full-time
Contract:	Permanent
Salary:	£25,000 – £26,500, depending on experience

About the Foundling Museum

'A seaman, a composer and a painter, and the moving story of the charity they started 270 years ago. It is a recipe of art and care, which still looks after kids today. Coram, Handel, Hogarth, what's not to love?' - Grayson Perry CBE, Foundling Museum Trustee

The Foundling Museum tells the compelling story of Thomas Coram's Hospital for foundlings, the UK's first ever children's charity, now named Coram, and its first public art gallery, now the Foundling Museum.

The Foundling Museum is the only cultural institution in the UK to celebrate people who have been in care, and those who care for them. We are a contemporary museum with unique collections of art, music, writing and emotive objects that stretch back to the 18th century.

With four floors of the Museum to explore, through outreach offsite and to our audiences online, we invite visitors and participants to discover moving stories about love, loss, and care. At the heart of our work is our award-winning arts training programme with young people who have been in care, along with arts and wellbeing activities with early years children, families and local communities.

Inspired by three great 18th century activists - Thomas Coram, William Hogarth and George Frideric Handel - our mission is to inspire change and transform lives through the power of the arts. We believe in creative action that brings past and present together, to stimulate imaginations and enrich lives.

Examples of our work include:

- Art projects which explore how our historic story of care still resonates today by addressing stigma and supporting mental health. We do this by working in a connected way, establishing collaborations with local health and community partners.
- ‘Tracing Our Tales’, our flagship training programme for care-experienced young people which was named Learning Programme of the Year at the 2022 Museums and Heritage Awards. Supported by our Learning Team, trainees learn art or creative writing skills in weekly sessions led by dynamic artists and poets, to build a creative portfolio.
- Exhibitions, collections and displays, ranging from tiny, touching identifying tokens left by mothers with their babies, to composer George Frideric Handel’s will. Around the Museum, you’ll find works of art by contemporary artists like Yinka Shonibare CBE RA, Tracey Emin and Michael Craig-Martin, as well as 18th-century artists William Hogarth, Thomas Gainsborough and Joshua Reynolds.

This is an exciting time to join the Museum, which is entering a dynamic new chapter. We recently completed our first year of Arts Council England NPO funding, which supports our ambitions to further expand our impact and to diversify the audiences that we reach.

Yet we still have much we want to do. Building on the Museum’s strong values and inspiring achievements, we are embarking on a bold five-year strategy focused on arts and social impact for 2024-2030.



Images: Quentin Blake, from *Children with Birds and Dogs*, 2019 (left), donated by the artist and Yinka Shonibare CBE RA, *Trumpet Boy*, 2010 (right), shown as part of Cornelia Parker’s exhibition *FOUND* in 2016 and acquired with support from Art Fund, the ACE/V&A Collection Purchase Grant and individual supporters. © The artists.



Image: Tokens left by mothers with their babies at the Foundling Hospital in the 18th century, as a means of identification © Foundling Museum

Who we are looking for

This is a great opportunity if you are wishing to expand your communications and sales experience in a Museum setting.

You will support the day-to-day functioning of the marketing team, helping the organisation to talk to new audiences and increase engagement across all touchpoints.

You will have a sense of what is good design and excellent writing and editing skills, as well as having a great eye for detail. You'll be interested in expanding your knowledge of the organisation and the Foundling stories and keen to share your knowledge with our audiences. You will have a strong interest in social media and digital trends.

You will promote the Foundling Museum to visiting groups; to increase interest in the Museum and visitor numbers; and to meet or exceed the annual income target. You will be responsible for the scheduling of self-led and guided tours, talks, object handling sessions and group visits.

Key responsibilities (Communications)

- Support the work of the Social Media Executive and Marketing & Communications Managers on the delivery of an ongoing social media strategy, to grow audiences, increase engagement
- Support the Social Media Executive on the daily management of the Foundling Museum's social media accounts, creating and publishing dynamic, compelling and sharply written content, which resonates with target audiences. Collaborating with all Museum staff as relevant
- Use social media to promote the Museum's commercial activities, including venue hire, after hours talks, and retail, working closely with the commercial & visitor engagement teams on seasonal themes and offers in line with the social media strategy
- Support the Marketing & Communications Manager with content production for e-newsletters
- Update the Museum's website, under direction from the Marketing & Communications Manager, ensuring written content is engaging, SEO friendly and aligns with our brand
- Create simple invitations, leaflets, posters and flyers using In-design templates

- Undertake research to assist with marketing campaigns, including identifying cross-promotional partnerships with other cultural organisations, potential partners and listings sites
- Support the Public Events Manager and Online Retail Manager and the Learning team with ticketing administration, ensuring all programmed events are also promoted as the Museum's core offer
- Update external listings for the Museum's public and learning programmes
- Regularly update promotional signage throughout the Museum
- Assist with the organisation of events, meetings and press views, and attend as required
- Assist the Marketing & Communications Manager with processing media enquiries and image requests, as required
- Assist the Marketing & Communications Manager with managing film crews and photographers, ensuring they adhere to photography and filming guidelines
- Provide general assistance for the marketing department, including filing of press cuttings, updating databases and processing invoices
- To perform any other tasks as reasonably requested by the Marketing & Communications Managers, which relates to the overall role

Key responsibilities (Groups & Tours)

- Act as the lead contact at the Museum for group & tour organisers, corporate groups and university tutors, securing bookings, confirming arrangements, payments and scheduling tour guides from a small pool
- Provide group tour bookers with information about pricing, parking, eligibility for free entry, information re: concerts, talks, exhibitions, refreshment venues and nearby places of interest.
- Ensure the Guides are well-informed about the Museum's history and updates, involved in learning opportunities, and feel welcomed as part of the Foundling Museum community
- Support the Visitor Engagement Manager with the recruitment and induction of new guides
- Arrange guides for the free Sunday Drop-in tours
- Deal with requests for and develop a small team of freelance tour guides and internal staff to deliver 'Private & Curator Talks' for groups and corporate events, both within the Museum and offsite
- Arrange & attend Camden Tour Guides exam days to network with potential new tour hosts
- Maintain a log of self-led and guided tours visit and talk income
- Analyse visitor & group bookings data and report on trends
- Work with the Director of Commercial & Operations and Communications & Marketing Manager as appropriate to maximise the income generation opportunities of Groups & Tours
- Attend tradeshows as required to network directly with group tour organisers, and promote the Museum as a unique and memorable place to visit

Person specification

Essential

- Interest in and knowledge of the arts and/or UK Museums
- Excellent copywriting, editing and proof-reading skills, with precise attention to detail and the ability to tailor messaging to the target audience
- Good organisational and time management skills, with an ability to meet tight deadlines
- The ability to confidently engage with stakeholders and colleagues at all levels, both internally and externally

- A self-starter who uses their initiative

Desirable

- Sales experience, ideally in a cultural setting, travel or tourism
- Experience in marketing within an arts organisation, agency or another field
- Customer service experience
- Knowledge and understanding of current social media landscape, trends and tools
- Experience of using website content management systems, email marketing software, InDesign and/or Photoshop

Benefits

- You will be eligible to join a group contributory pension scheme (3 months after your start date)
- Discount from the Foundling Museum Shop and local partner businesses
- Access to season ticket, rental deposit and cycle to work scheme loans (3 months from your start date)
- Free access to partner museums
- Free access to our fully funded Employee Assistance Programme for wellbeing – WISDOM
- Training support from our online learning platforms

Interview timetable & how to apply

Closing date: 5 November at 9am

First interview date: 11 November 2024

Second interview date for shortlisted candidates: to be confirmed

To apply please download the application form from our website and then follow this [link](#) to our application portal where you will be asked to upload your completed application form. Any questions please contact hr@foundlingmuseum.org.uk