



**Association of
Independent
Museums**

Helping Heritage
Organisations Prosper

**Marketing Officer
Information for Applicants**

January 2020

www.aim-museums.co.uk

Thank you for your interest in AIM. This pack provides detailed information on the role, about AIM and how to apply.

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If you would like to arrange to have an informal conversation about the role, please contact Matt Smith, Head of Communications on matt@aim-museums.co.uk or 07936 914251

1. About AIM

The Association of Independent Museums is a membership organisation established in 1977 to represent the interests of the independent museums sector. In the 1970s and 1980s new, thematic museums began to spring-up, driven by the enthusiasm of individuals and communities fascinated by the history on their doorstep. Those individuals decided to take things into their own hands, resulting in an extraordinary blossoming of a new type of museum – the independents.

Independent museums are long-standing successful social enterprises. They play a valuable role in their communities, contribute to a sense of place and make up an important part of the tourism economy. Independent museums and galleries are more numerous than all other types of museum, and account for over half of all museums in the UK.

Forty years on, AIM is widely recognised as a key heritage organisation with a national profile and a growing membership of around 1,200. Whilst the majority (around 60%) of that membership is made up of small museums, often run with only a few staff and volunteers and with annual visitor attendance of less than 20,000, the diversity and scale of the membership is remarkable. It includes some of the largest and most visited museums in the UK, many of which hold Designated collections. The range of collections and the associated stories these museums tell is astonishing and represents our deep-seated interest in history and how it has shaped the lives we live today.

AIM provides a wide-range of services to its members including an annual two-day conference and trade show, small grants, training and advice, a suite of Success Guides, the bi-monthly AIM Bulletin and a resource-rich website. Increasingly, AIM is at the forefront of influencing national policy decisions impacting on its members. AIM is supported by several external funders including Arts Council England, the Welsh Government, The Pilgrim Trust and Biffa Award

Our Strategic Purpose and Governance Structure

AIM exists to support its membership, helping independent museums to prosper and provide better services for their visitors – primarily the advancement of the public’s understanding, appreciation and enjoyment of history and heritage. This is the ‘public benefit’ which, as a registered charity, AIM seeks to achieve.

Established as an independent charitable trust (No. 1082215) and a limited company (No. 1350939) AIM is governed by AIM Council, who are the Board of Trustees (currently 11 in number) drawn from and appointed by the voting membership of the Association. The Board (which is also its directors for the purpose of company law) is collectively responsible and legally accountable for AIM. The Board meets five times a year to consider strategic issues and to support the executive team led by the Director.

Recent Successes and Current Focus

- (a) The continuing growth of AIM membership, now standing at 1,233, including over 1,000 museums
- (b) In April 2018 AIM became an Arts Council England National Portfolio Sector Support Organisation, attracting total investment over four years of £1.2m, between 2018 and 2022. This allows AIM to develop and deliver services to the independent sector at a level beyond our earned income.
- (c) In 2019 £524,487 in 96 grants have been committed to member organisations

- (d) In June 2018 we launched of an innovative new partnership with Charity Finance Group so that AIM members can now access CFG membership helplines, training and advice.
- (e) AIM continues to provide sector leading governance support resources through its Prospering Boards programme, a practical and informative suite of downloadable Trustee guidance and the free to access Heritage Trustee newsletter.
- (f) AIM has recent success in working in partnership with the Welsh Federation of Museums and Art Galleries and is funded by the Welsh Government to deliver a leadership programme, governance support and Hallmarks Awards to museums in Wales.
- (g) AIM's annual conference is very well attended, and planning is underway for this year's event in Port Sunlight on the Wirral

AIM's Communications

AIM currently produces a range of digital and print communications, manages active social media channels, a website and a print bi-monthly publication, the AIM Bulletin. AIM provides a range of on- an off-line resource for members alongside membership, conference and event marketing materials. We are now keen to develop a content strategy to better harness the considerable quantity of advice, guidance and testimonial material we have at our disposal.

Looking ahead

AIM has recently moved into a new phase of its development. A new staff structure reflects the developing needs of the organisation and an office base has been established for the first time. A new Communications Strategy is in place to support the Business Plan, which in turn ensures we meet the needs of our members and fulfil our role as an effective Sector Support Organisation.

2. Job Profile

Role Title: Marketing Officer
Salary: £27,000 Full-time
Reports to: Head of Communications
Location: Ellesmere Port (EP) office, possibility of home-working but will need to be available in EP at least three days a week.
Job Purpose: To be responsible for AIM's marketing in line with its Communications Strategy and to meet its Business Plan objectives.
<p>Principal Accountabilities and Tasks:</p> <ul style="list-style-type: none"> • Work with the Head of Communications to develop a marketing strategy to grow membership, advertising and sponsorship revenue, lead on the implementation of that strategy • Work with the Head of Communications in developing and implementing AIM's content strategy • Develop, manage and maintain AIM's digital channels including AIM website, social media channels and eNews • Act as a first point of contact for AIM membership and supplier enquiries and signpost effectively to resources / further assistance as appropriate. • Coordinate the production of a range of AIM publications and reports • Undertake market research to ensure AIM understands the needs of its stakeholders and opportunities to innovate its offer • Provide marketing support to programmes and events, including AIM National Conference • Manage contracts with external suppliers as required, e.g. design and digital consultants • Work effectively as part of the AIM team at conferences, events and exhibitions • Be an effective member of the AIM team, particularly in supporting core activities such as the AIM Annual Conference
<p>Nature and Scope:</p> <ul style="list-style-type: none"> • The postholder will work closely with the Membership Administrator and Head of Communications to ensure excellent member services and support the effective marketing of AIM's programmes and grant schemes through close working with the Programmes Manager and Programmes and Finance Officer.
<p>Qualifications and experience:</p> <p>Essential:</p> <ul style="list-style-type: none"> • Excellent marketing skills; experienced in the development and implementation of successful marketing plans, ideally in the cultural or not for profit sector • Strong understanding of the place of analytics and market research in informing marketing activity • Excellent digital skills, particularly content development and management • Experience of working with WordPress or similar CMS to manage www sites • Experience of writing copy for both print and digital channels • Excellent attention to detail and a high standard of written English • Friendly, professional and engaging manner; a problem-solving attitude in dealings with others

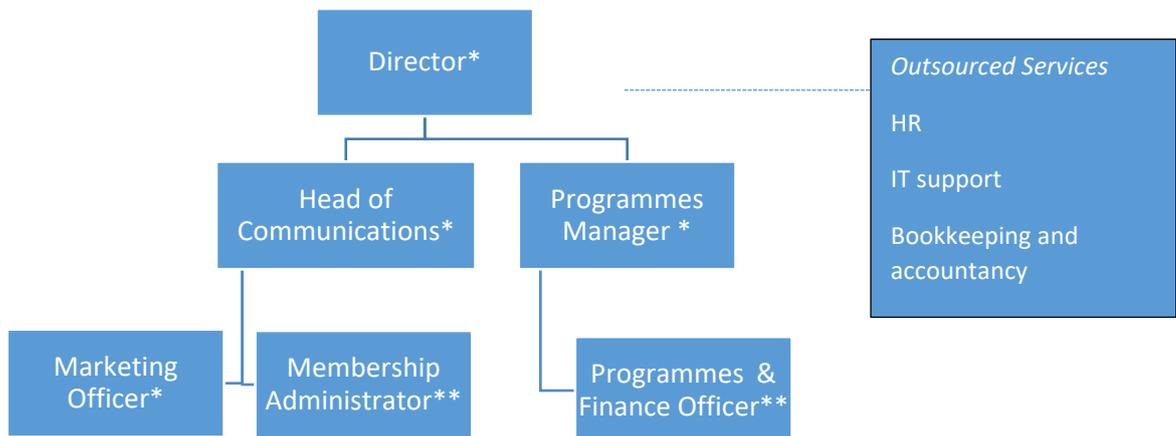
- Ability to prioritise and cope with various tasks and time pressures.
- Must be flexible, enthusiastic and have a positive attitude.
- Ability to work well as part of a team.
- Dependability, responsibility and integrity.
- Dedication to furthering the successful development of AIM and the delivery of its core purpose and values.

Desirable:

- Marketing qualification such as CIM
- A passion for the work of museums and heritage organisations
- Photo and video editing experience

Note: This job description is designed to outline the main duties and responsibilities associated with the role, but it is not intended to be an exhaustive list of all duties performed.

3. AIM STAFF STRUCTURE 2020



***The Director, Head of Communications, Programmes Manager and Marketing Officer posts are based at the AIM Office at NWM Ellesmere Port**

****The Membership Administrator and Programmes and Finance Officer are home based staff.**

4. Working for AIM

The post of Marketing Officer role is full-time, with an annual salary of £27,000.

Occasional UK wide travel is a requirement of the job, for which reasonable expenses will be paid.

AIM provides an auto-enrolment pension for all staff. The current employer contribution is 4%, There is an annual holiday allowance of 25 days, plus 8 statutory public holidays. A six-month probationary period will apply.

5. Application and Selection Process

Please submit your CV together with a covering letter outlining how you meet the requirements of the job via email marked Marketing Officer in the subject heading to:

matt@aim-museums.co.uk

Closing date: 31st January 2020

Interviews: Friday 21 February 2020 at the National Waterways Museum, Ellesmere Port

Please confirm in your application whether you can attend an interview on this date.

6. Equal Opportunities and Monitoring

Please also complete the separate Selection Monitoring Questionnaire. The information you provide is confidential and used for statistical monitoring purposes only. It will not be seen by those responsible for short-listing nor form part of the selection process. The completed form will not be kept for longer than it is required for the purpose of Equal Opportunities Monitoring.

Your Selection Monitoring Questionnaire should be emailed, in confidence, to

aimadmin@aim-museums.co.uk

We welcome job applications from all sections of the community and will only consider applicants on the basis of their relevant experience, qualifications, skills and abilities.

If you have a disability and require any adjustment to be made to either the application or interview process, please contact Matt Smith on matt@aim-museums.co.uk or 07936 914251.

Immigration, Asylum and Nationality Act 2006

In order to comply with the Immigration, Asylum and Nationality Act 2006 it may be necessary to see proof of your right to live and work in the United Kingdom. If proof is required, we will request it once an offer of employment has been made but before you take up employment.