



JOB DESCRIPTION

JOB TITLE

Media Officer (x2)

Department

Communications

Grade

C Enhanced

Salary

£32,277 per annum plus benefits

Hours

38 hours per week

Location

Museum of London. This role can be worked under the museum's blended working framework, which includes both onsite and homeworking

Duration

Permanent

Reports to

PR Manager

This role is for someone who has an eye for a story and loves to hit the headlines. We're looking for two creative, ambitious and enthusiastic media officers who love everything London. One will be focused on the museum's core activity at Museum of London Docklands, the other will be focused on the new museum in West Smithfield.

You join the team at an exciting time as we look ahead to a new Museum of London in the coming years and will be an integral part of the museum reaching its aims of becoming better known and reaching more people.

MAIN RESPONSIBILITIES

- To maximise positive media profile by planning, implementing and delivering successful high-profile PR campaigns across the media mix amplifying the Museum of London brand.
- To proactively and consistently sell-in stories over the phone, in person and by email, creating collection-based media and content stories that hijack the news agenda and piggy-back anniversaries to raise the profile of the museum and cement the museum's expertise about London.
- To identify journalists, bloggers, broadcasters and partners who would be beneficial to achieving the Museum of London's PR objectives and cultivating these new relationships through personal interaction, face-to-face meetings and networking events.
- Lead on PR campaigns for major exhibitions, working with influencers and high-profile Londoners and other major creative projects and partnerships.
- To support the PR Manager with reputation, issues and crisis management, and corporate communications, such as the New Museum of London project.
- To maintain the efficiency of all press office systems including event planning, media monitoring services and campaign evaluation.

- To maintain sound financial management of the PR and project budgets supporting the PR Manager with quarterly and annual forecasting process.

PERSON SPECIFICATION

We will be shortlisting applications based on the answers to the Top Essential Criteria first. For those people who meet these criteria we will then further shortlist the application against the Further Essential Criteria. Should you be successful in being shortlisted, both sets of criteria and our Behaviours below will be assessed as part of an assessment process, in order to give you the best opportunity to show you are suitable for the role.

TOP ESSENTIAL CRITERIA

1. Experience of working in a proactive, busy press office or PR function, either in-house or agency/consultancy.
2. Significant proven experience of implementing high-profile, successful PR strategies and campaigns within budget, including both 'product' specific campaigns and broader brand awareness raising activity.
3. A great track record of cultivating media contacts and generating major profile.

FURTHER ESSENTIAL CRITERIA

4. Proven understanding of the different types of media work and how best to engage journalists, bloggers and broadcasters.
5. Ability to understand and contribute ideas on how the Museum of London's mission might be applied innovatively in a PR context, and how PR can increase accessibility, diversity and inclusion.
6. Effective skills in writing engaging and accurate copy, and budget management.
7. Excellent team player and verbal communicator with the ability to build rapport quickly and work with and influence people across a range of specialisms and backgrounds.
8. Demonstrable experience in IT specifically using MS Office suite, Teams/Zoom, Excel and experience with media monitoring systems such as Gorkana/Cision.

OUR BEHAVIOURS

Contrast and connect

Works well with others and promotes collaboration across the museum

Put on a great show

Thinks creatively and strives to deliver the best possible results

Keep your feet on the street

Externally connected and embraces learning, insight and analysis

The doors stay open

Fosters a culture of inclusion and sustainability

Take good care

Cares about our assets and resources, acting to preserve them

You can find out more about these behaviours, what it's like to work in the Museum of London and get some top tips on how to make the best of your application here:

<https://www.museumoflondon.org.uk/about-us/jobs>