



# SIR JOHN SOANE'S MUSEUM LONDON

13 LINCOLN'S INN FIELDS  
LONDON WC2A 3BP

TELEPHONE: +44 (0)20 7405 2107  
EMAIL: [admin@soane.org.uk](mailto:admin@soane.org.uk) [www.soane.org](http://www.soane.org)  
REG CHARITY NO: 313609

**POST TITLE:** Digital Communications Manager

**RESPONSIBLE TO:** Museum Director

**SALARY:** £36,720

## Role Profile

Sir John Soane's Museum is one of the country's 15 national museums. It is an exceptional work of art and education, a unique visionary accomplishment by the great Regency architect Sir John Soane (1753 – 1837). The Museum displays his collection of antiquities, furniture, models and paintings in a curatorial arrangement he established. The Museum has over 30,000 architectural drawings and a remarkable Library. Welcoming over 160,000 visitors a year, Sir John Soane's Museum is widely considered the finest house museum in the world.

During his lifetime, Soane constantly engaged with contemporary cultural life. He collected contemporary art, including paintings by living artists and he was central to the debate around art and architecture. His collection of antiquities and models formed the basis of his architectural teaching practice. He saw the museum as an engine for inspiration and creativity.

Reflecting Soane's vision, the Museum seeks to continue to broaden its audiences who visit the collection, exhibitions and events, as well as those who visit our website and digital platforms. This role is central to taking the Soane out into the world and fulfilling our mission to increase knowledge, appreciation and understanding of the Museum and its collections.

## JOB PURPOSE

As the person responsible for building the profile of the Soane Museum through the media and digital channels, the Digital Communications Manager will lead digital communications and marketing activity across the Museum and oversee website content in collaboration with other departments. An important part of the role is managing the relationship with our communications consultancy and advising the Director on all media issues.

## KEY RESPONSIBILITIES

### Marketing

- Oversee the Museum's communications budget
- Grow and broaden the Museum's social media channels and audiences across the Museum's platforms, through planning, producing and delivering engaging content including video.
- Keep up to date with developments in existing and emerging social media and apply learnings to output.



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- Use the Museum's channels to support other activities from across the organisation, particularly promoting Museum exhibitions, events (online and offline), the Soane Medal Lecture, Family activities, and the Shop
- Arrange third party reciprocal, listings coverage and paid social media promotion when budgets allow and act as point of contact for festivals.
- Maintain and develop content for the Museum's guide on the Bloomberg Connects App
- Identify prospective supporters, scholars, peers and opinion formers who engage in our social media and cultivate new leads
- Manage the Director's Social Media channels

## Website

- Maintain the website, writing, uploading and editing, ensuring compliance to web accessibility standards
- Act as point of contact for the Museum's web agency and manage development of new areas of the website
- Coordinate with the Museum's Commercial team on the sales of tickets and the Museum's Shop website
- Support and train staff on using [soane.org](http://soane.org) website and other key software (e.g. Adobe InDesign), ensuring brand guidelines and house style are adhered to
- Use Google Analytics and in platform analytics dashboards to regularly report on digital performance as required

## Brand

- Act as brand champion, ensuring Museum activities including exhibitions, publications adhere to brand guidelines
- Design and produce posters in-house for the Museum
- Edit and oversee the yearly production of the Museum's Annual Review
- Research and explore relevant profile building opportunities such as awards, conferences, seminars and publications to highlight the work of the Museum and its staff

## Communications and PR

- Manage the relationship with the Museum's communications consultancy
- Become the department's lead user of the Asset Management System, ensuring development and communication images are sourced, selected, uploaded and catalogued
- Work with the Museum Director and members of the senior management team to deliver effective internal communications, ensuring a strong understanding of the Museum's vision and communication strategy
- Work with the Director of Development to ensure that communications are aligned with the team's fundraising activities and online giving opportunities are maximised through digital comms.
- Assist the Development team with the production of the Patrons Programme and invitations for events, as well as the Museum's Christmas Card and other paraphernalia, and overseeing printing where required
- Other duties that are deemed appropriate by the Museum Director



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## Press

- Coordinate and support activity with the Museum's external PR
- Coordinate requests for filming and photography with external and internal contacts
- Proof-read press releases for exhibitions and other Museum activities
- Help manage the Museum's press events

## Person Specification

### ESSENTIAL CRITERIA

- At least 5 years' experience in a digital marketing role
- Leading the delivery and evaluation of communication and marketing plans to time and budget
- Good writing skills to create high quality written copy for delivery via online channels and other communication tools
- Experience of being involved in the management of social media in a professional capacity
- Experience of drafting compelling content to be used across web pages and social media channels including video productions.
- The ability to cultivate effective and positive working relationships with a wide range of people and organisations
- Experience in the Adobe Creative Suite
- An interest in museums
- Highly organised, with an ability to work to tight deadlines, planning and prioritising short and long-term tasks effectively
- The ability to work independently and as part of a team
- Open to working flexible hours, as agreed in advance
- Experience of working with content management systems (Drupal)

### DESIRABLE CRITERIA

- Experience of working in an arts organisation
- Experience of using analytic tools to understand the performance of web, PR and social media channels
- A good track record of handling media enquiries
- Experience in photography
- Experience of social media e-commerce

The Museum is an Equal Opportunities Employer, committed to equality, diversity and inclusion and welcomes applicants from all backgrounds.

November 2024