



JOB DESCRIPTION & PERSON SPECIFICATION

GEM Communications & Participation Manager

Job Title: GEM Communications & Participation Manager (4 days per week)

Reports to: Director

Date: May 2022

Summary

The GEM Communications & Participation Manager is responsible for leading on GEM's communications, digital developments, website, publications and encouraging participation in GEM events and training including conference and other learning events.

Working with the GEM team, the Communications & Participation Manager will deliver GEM's vision & mission as well as organisational strategy, communicating member benefits and supporting the GEM network of Area & Nation Representatives. As an integral part of the museums and heritage landscape, GEM advocates for learning and works with a wide range of partners.

1. About GEM

GEM is a membership organisation, publishing two *Case Studies*, one Journal of Education in Museums and twelve eNews every year, and providing nationwide training, networking, advocacy, and support to everyone involved in delivering learning in museums, heritage sites and cultural spaces. GEM's vision is of a connected and equipped community of people enabling learning across museum, heritage, and cultural settings, creating inspiring experiences, relevant for everyone; that promote equality - transform and enrich lives.

GEM is recognised for its role in delivering continuous professional development (CPD) for the museum learning sector and in recent years, GEM has expanded its programme to include online learning, enabling a wide range of practitioners to take part. GEM is a membership organisation and is a registered charity based in Medway in Kent and is governed by a board of ten trustees. GEM's activities are delivered in partnership with around 39 area representatives in the UK and across the World who organise a variety of training and networking events both locally and digitally.

The Communications & Participation Manager will report to the Director, working closely with GEM's Office Manager, Finance and Operations Manager and Digital Marketing & Training Kickstart Trainee, contributing to the work of the GEM Task and Finish Groups.

2. Key Responsibilities

The Communications & Participation Manager is responsible for leading on GEM's communications through its digital content and strategy. The post holder will be an effective advocate for GEM and will support GEM's vision & strategy to ensure that GEM continues to grow and develop. The key areas of focus for this role which link to GEM's 5-year Business Plan are as follows:

- Managing GEM's marketing and digital communications for the benefit of GEM's long-term future
- Contribute to GEM's financial sustainability in the short, medium and long term
- Effectively Advocate for GEM and the work of its members

The Communications & Participation Manager will help deliver GEM's annual conference as well as the sharing of resources online and through publications. The post holder will help promote GEM's professional development activities and projects including those in partnership with other organisations.

COMMUNICATIONS

- Lead on GEM's digital marketing strategy enabling GEM members to share resources through the website, publications, and events.
- Maintain and develop GEM's website include monthly intensive updates to keep content relevant, fresh and continue to increase the number of monthly active users.
- Develop social media channels to disseminate GEM's messages and programmes to the museums and heritage learning sector. Consistent updates and exploration of new platforms and initiatives to keep followers engaged.
- Maintain GEM's social media and blog strategy to ensure consistent tone of voice for "takeovers" and "guest blogs".
- Liaise with the JISCMail administrator to maximise the benefits of this platform for GEM, ensuring that the GEM team regularly post job advertisements and where appropriate, contributing to the conversations.
- Contribute to the successful delivery of the GEM Membership Strategy, recruiting new members, communicating special offers and new membership rates, converting lapsed members, and retaining members through well communicated membership benefits.
- Lead on the design & production of GEM's publications (eNews, Case Studies, Journal) to a high standard developing online access.
- Ensure that GEM increases its earned income and operates effectively and according to deadlines for example with regards to requests for job and supplier advertising supporting the GEM Office Manager.
- Support the delivery and communications for the GEM AGM and lead on the planning, organisation, and marketing of GEM conference 2022.
- Promote funding and sponsorship in line with funder guidelines through press releases and funder acknowledgement.
- Advocate for GEM and the museum learning sector at meetings and events, helping to recruit new members and representing the voice of heritage learning as part of consultations and policy initiatives as required.

- Manage the Communications and Conference budgets and contribute to the successful delivery of the GEM Annual Plan & Business Plan focusing on generating income and meeting key performance targets.
- Recruit and manage volunteers to support GEM's communications, conference, and other initiatives.
- Support GEM Area Reps to be able to deliver engaging online events and maintain digital communications with their networks promoting membership in all nations and areas of the UK.
- Contribute to the day-to-day operations of GEM as required, working closely with the GEM team and GEM's Trustees (for example as required monitoring the office inbox).
- Prepare quarterly reports to update Trustees, Stakeholders, Project Partners on developments around GEM's communications, publications, and conference.
- Support new initiatives & strategic projects and deputise for the Director as required.

CONTRIBUTE TO GEM PROGRAMMES

- Work with GEM's Director to create & market bespoke webinar programmes
- Work with Course Directors to ensure the smooth running of GEM programmes online, enabling course directors to take advantage of new platforms and tools and providing support as required.
- Lead on developing the GEM Virtual Learning Platform and online resources, including producing & signposting CPD resources.
- Highlight opportunities to improve the professional status of learning roles in museums and heritage sites.
- Work with GEM's Director, help to develop partnerships and relationships for GEM, attending meetings as required.
- Advocate for GEM and the museum learning sector at meetings and events as well as through GEM's communication channels including social media.

Skills, abilities, and experience required:

- Understanding of the museum and heritage learning sector
- Excellent organisational skills and ability to work to deadlines, budgets, and performance indicators
- Self-starter who can work independently and has the ability to work with a wide range of people as part of a team
- Experience in Wordpress website management and Google Analytics
- Keen sense of design and familiarity with Adobe InDesign and Photoshop.
- Strong marketing skills with experience in using Mailchimp and managing multiple organisational social media platforms.
- Experience of organising events and meetings including professional development events/skills training
- Experience in managing & evaluating projects and programmes on time and within budget
- Excellent communication skills, interpersonal skills, and experience of communicating in a range of formats including on social media
- Strong digital, ICT and customer relationship management system skills

- Excellent administration and record keeping skills including ability to take minutes and follow set processes and procedures including GDPR & health and safety
- Expertise in consulting and involving people in programmes
- Ability to make efficient and effective use of time, and to plan and prioritise work.
- Attention to detail, copy writing & proof-reading expertise
- Ability to maintain records, report reports and provide information for Trustees and funders as required
- Experience and skills in event management

3. Terms of Employment

* The role is advertised as part-time (4 days a week), however GEM will consider applications for 3 or 5 days depending on the candidate's circumstances.

This role is a permanent contract 4 days a week (30 hours per week) on an annual salary of £28,500 FTE (pro rata salary of £22,800). The post holder will be expected to work a 7.5-hour day. The pro rata holiday entitlement for this role is 17 days in addition to UK bank / public holidays and the GEM office shutdown between Christmas and the New Year. GEM contributes up to 5% of an employee's salary towards the NEST pension scheme.

The Communications & Participation Manager will report to the GEM Director. The post holder may be expected to travel to meetings and professional development events across the UK. Travel and subsistence expenses will be reimbursed according to GEM guidelines. The post can be based remotely, or office based at The Admirals Offices, Chatham Historic Dockyard, Kent.

To apply please send a CV and two-page cover letter to GEM via office@gem.org.uk. The deadline for applications is the 20th June at 12pm. Virtual interviews via Zoom will take place on the week of 27 June.

30 May 2022