



Project Marketing Assistant

Job Title:	Project Marketing Assistant	Responsible to:	Senior Project Officer
Hours:	22.5 hours per week, fixed term to December 2025. To include occasional weekend and evening working.	Responsible for:	
Location:	Ely Museum	Salary:	£23,400 per annum pro rata Actual pay £14,040 per annum.

Overall purpose of the role:

Assist with the marketing and brand building for Ely museum as part of the NLHF funded project, 'Resilience through our collections'.

Key Delivery Outcomes of the Marketing Assistant Role

- Trial and review new marketing strategies (as developed by Senior Project Officer) targeted to specific audiences, ensuring collection use is maximised.
- Explore potential Marketing opportunities.
- Deliver marketing for the museum and its collections, events and activities through traditional print media and online.
- Build the brand of Ely Museum on social media and encourage engagement.
- Led by the Senior Project Officer, conduct audience evaluation.
- Be a keyholder and share responsibility for opening and closing the museum.
- Any other duties, appropriate to the post, as directed by the Senior Project Officer.

Additional Conditions:

- The Old Gaol operates a strict no smoking policy.

General Accountabilities:

- Work in compliance with the Codes of Conduct, Regulations and Policies of Ely Museum as well as their commitment to Equal Opportunities.
- Be responsible for own safety and not endanger that of colleagues/ visitors.
- Ensure that output and quality of work is of a high standard and complies with current legislation/standards.



Person Specification

Essential Criteria	Desirable Criteria
Experience of using traditional print marketing and social media regularly for a range of different audiences	Experience of audience development work and evaluation in the heritage, cultural or arts sectors.
Experience of marketing within a work/professional context	Understanding of museum collections and ethics
Demonstrable skills in designing marketing materials	
Excellent written communication skills	
Enthusiasm and a willingness to learn	
Honesty and trustworthiness	
A strong team player	

Additional Information

Ely Museum is an independent museum and a Charitable Incorporated Organisation. The Trust was formed in 1972 and the museum first opened to the public in 1975. Ely Museum moved from the High Street to the Old Gaol in 1997. The museum closed for a £2.2m NLHF funded refurbishment in September 2019 and reopened in May 2021.

The Museum tells the story of the landscape of the local area and the lives of the people who have lived there. Displays cover the Jurassic to the 21st century, in a hands-on and creative way. The newly built Aedwen room provides a light, flexible and inspiring space for teaching and learning. The Museum has full Accreditation with Arts Council England.

Project summary

'Resilience through our collections' is a two-year project, funded by The National Lottery Heritage Fund, that will focus on improving organisational sustainability and resilience, whilst ensuring that collections are at the centre of everything the museum does.

The project includes a collections review and rationalisation, alongside the development of new income streams and opportunities for audience engagement.

The project includes support to review and develop the museum's organisational structure, sustainability, and website, as well as training and development for Trustees, staff and volunteers. Together this will ensure that Ely Museum is strong, sustainable and resilient for the future.

Since the project started, early in 2024, progress has been made across the various areas of work. New strategies for events and marketing have been developed.