



Marketing and Communications Assistant

Job Description

Jane Austen's House is looking for a part time Marketing and Communications Assistant to join our small and lively team. This role will support the Marketing and Communications Manager across all areas of our digital and print communications from Instagram and TikTok to press releases and updating our website. You will help to engage our supporters and new audiences with behind-the-scenes insights, upcoming events and through sharing the stories of the wonderful objects in our collection, and of course Jane Austen herself.

This is an entry level position and we will be recruiting for attitude as much as experience. If you love using social media to communicate stories effectively and emotively, then this role could be for you.

Jane Austen's House was the home of Jane Austen for the last eight years of her life, and the place where she wrote and revised all six of her globally beloved novels. Today the House is open to the public as a museum, welcoming tens of thousands of visitors from across the world every year. It holds an internationally significant collection of Austen-related material and runs an extensive calendar of events and learning programmes, both in person and online.

Weekly hours: 24 hours per week. These can be worked flexibly and can be worked as a mixture of onsite and working from home.

Salary: £21,456 per annum (pro rata)

There is limited public transport to Chawton, so access to your own transport is strongly recommended.

Key responsibilities:

- Updating the website and promoting the museum through online marketing, under the guidance of the Marketing & Communications Manager.
- Assisting the Marketing & Communications Manager in gathering content for the website and social media and ensuring that all digital communications are current and actively promoting the visitor experience, including any forthcoming events, activities, and latest admission information. Working with the Marketing & Communications Manager and Head of Visitor Services to actively promote JAH's online shop and retail products
- Responding to external requests for cross-promotion and joint marketing.
- Responding to media requests for press images and interviews
- Assisting the Marketing & Communications Manager with booking advertising, liaising with designers and advertising account managers



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- Updating the media database, Dropbox of press images and scanning and filing all press coverage
- Ensuring all events are listed on Facebook and across third party websites
- Ensuring the Museum's listings on third party websites (e.g, Visit Hampshire, Visit Winchester, Art Fund) are regularly updated
- Ensuring the Museum's opening times are regularly updated on Google and TripAdvisor
- Assisting the Marketing & Communications Manager with the planning and execution of media and development events, including keeping acceptance lists and attendance records.
- Assistance with gathering content for e-newsletters
- Supporting the Director and Marketing & Communications Manager with communications around fundraising and on any campaigns.
- Assisting the Marketing & Communications Manager with press and press visits, if required.
- Analysis of digital data – eg. website traffic, social media statistics – and working with the Marketing & Communications Manager to identify opportunities for data capture
- Delegated attendance at local tourism meetings, if required.
- Any other such task that might arise relating to marketing and communications

Person specification – Skills and experience

Essential	Desirable
Experience of creating engaging social media content	Experience of working with website content management systems – especially WordPress
Strong communication skills (both written and verbal) and a genuine enjoyment in sharing stories	Experience or an understanding of working within marketing and communications
Excellent IT skills and highly skilled in using MS Office and key social media platforms	An appreciation of and interest in the life and works of Jane Austen and English Literature
A proactive, engaged and enthusiastic attitude	Experience or an understanding of working within an historic property
Flexible and willing to learn	An understanding of GDPR
Excellent interpersonal and team working skills	Experience of writing blog posts and online content
Excellent time management and planning skills.	
Strong attention to detail	



How to apply

Please send your CV, a covering letter - explaining why you are applying for the post and how you meet the person specification - and the names of two referees, in an email addressed to Lizzie Dunford, Director, office@janeaustens.house. Please include 'Marketing and Communications Assistant Application' in the subject line.

We are not able to accept late applications or respond to unsuccessful ones.