



Kickstart Scheme:

Marketing and Programmes Assistant Recruitment Pack

Please note this role is a placement through the government's Kickstart scheme. **Eligible candidates must be aged 16-24 and currently be claiming Universal Credit.** You are required to apply initially through your local Job Centre following a referral from your Work Coach. Interested candidates should speak to your Work Coach ASAP.

Key details

Salary: £10.85 p/hr (London Living Wage)

Hours: part-time, 26.25 hours per week (equivalent to 3.5 days per week, in a pattern to be agreed with the appointed candidate)

Contract: 6 months

Location: the role will be a mixture of working remotely/at home and working in an office in East London with colleagues, in a pattern to be agreed with the appointed candidate

Reports to: Museum Director

Key relationships: Museum staff team, volunteers and trustees; building design project team; local community members.

About the East End Women's Museum

Hello! We're the East End Women's Museum, a new kind of museum that researches, shares and celebrates local women's stories. We began in 2015 as a positive protest to a 'Jack the Ripper Museum', and since then have operated as a pop-up, with events and exhibitions around East London that have reached over 20,000 people.

We're now at a really exciting moment in our journey. In mid-2022, we will open a new building in Barking which is a permanent home for our work, including exhibition and event programmes for schools, community, family and adult audiences. Our priority audience is local residents, by which we mean people who live, work or study in the boroughs of Barking and Dagenham and Newham.

We are currently a small staff team of one part-time Museum Director and one part-time Community Engagement Lead. They are supported by six trustees and around 60 volunteers.

We are a registered charity, with a mission and values that are very important to us:

Mission

To increase representation of East London women past and present. To champion women's contributions, inspire audiences, foster community, and promote equality — and be a catalyst for others to do the same. Through research, programmes and partnerships, we tell local stories with global resonance, enabling the diverse voices of East End women to reverberate across time and space.

Values

Inclusive: We spotlight the stories of all women, particularly those underrepresented in historical narratives (including women of colour; women with disabilities; queer, lesbian, bi and trans women; working-class women; older women; migrant and refugee women; and women working in the sex industry). We meet audiences where they are at, breaking down barriers to access and working alongside communities in relevant ways.

Brave: We work with courage and imagination, following in the footsteps of the fearless and creative women before us. We're unafraid to take risks, innovate, and lead from the front, as befits the only women's museum in England. We're ambitious beyond our modest size; we make a real difference locally and reach audiences inter/nationally.

Collective: This is a people-powered organisation, in which we know none of us is as strong or smart as all of us. We work together - staff, volunteers, audiences and partners - recognising the expertise and effort of all. With a generosity of spirit, we share what we have and what we've learnt. We reject the traditional, patriarchal approach to history which considers 'great men' above all, but look to value subtle, domestic and shared contributions of women.

Empathetic: From our staff teams to our visitor interactions to the stories we tell, we are sensitive to people's different — sometimes difficult — circumstances and compassionate in our approach. We create evocative, heart-led experiences enabling audiences to better understand and 'feel' others' perspectives.

Accountable: We are accountable to our community, seeking and being responsive to regular feedback. We're honest and transparent with ourselves and between colleagues, partners and audiences. We're reflective and open to change. We 'move at the speed of trust', working hard and intentionally to build and sustain it.

About the Marketing and Programmes Assistant role

This role will support the effective running of the Museum through a range of administrative tasks. The Assistant will be involved with many aspects of the Museum, including marketing and communications, exhibitions and events, and the new building project.

The Assistant will:

- Create and upload original social media content to the Museum's channels about women's history, gender equality, project updates, forthcoming events etc, with the aim to keep our audiences informed and entertained. This will be one of the main tasks of the Assistant and will be a significant weekly task.
- Update the Museum's website using Squarespace.
- Create the Museum's monthly e-newsletter using Mailchimp.
- Provide excellent customer service through welcoming visitors to the Museum and helping out at Museum events.
- Be the first point of contact for people who email the Museum, answering and dealing with queries sent to our general inbox.
- Organise event logistics such as ordering catering, equipment and stationery.
- Undertake administrative tasks such as updating spreadsheets and filing.
- Other ad hoc tasks in line with the role, at the request of other team members.

This is an exciting opportunity to be involved in a small museum committed to increasing the representation of women and challenging gender inequality. The Assistant will get hands-on experience in a wide range of aspects of working in a museum / arts organisation / charity. Because the team is small, you will get to know the Museum and all its staff and volunteers well, and make a real contribution to our work. The Assistant will be joining a friendly and collaborative team who are excited to support someone to gain new job skills and experience in the sector.

Employment support

The East End Women's Museum will provide a full induction to the organisation and support the Assistant to understand your responsibilities and what is expected of you. Together we will identify any specific training needs, and draw up a plan for how best to support these. This might include external training sessions, work shadowing, and mentoring. Towards the end of the placement, we will have a conversation with you about next steps and job specific advice, such as CV writing, interviewing, and where to look for jobs in the sector.

Additionally, this role will be supported by Creative Access, an organisation with a long track record of supporting young people to develop skills and experience in the creative and cultural sector. They will provide training for the Assistant (and other Kickstart candidates). Training will take place during three sessions delivered by the Creative Access Programmes team, covering areas such as attendance and timekeeping, teamwork, communication, remote working, goal setting, CV and interviews and looking for long-term work. You will also be invited to monthly masterclasses including employability tips, practical support, mental health advice and inspirational guest speakers, be encouraged to keep in touch with other Kickstart new starters via a buddy scheme, and have access to the Creative Access team for ongoing pastoral care, advice and support.

Person specification

The appointed candidate will:

- have genuine enthusiasm for the work and values of the Museum. This could be demonstrated through previous paid or volunteering work in relevant organisations (e.g. arts, museums, charities, womens sector), or in other ways such as hobbies or education
- have strong customer service skills, ideally with some work experience in a customer service role
- be good at communicating with people both face-to-face and on email, and excited by the prospect of meeting and helping lots of different people on a daily basis
- hold an interest in marketing and communications. Ideally you will have experience of posting on Twitter and Facebook (this could be in a personal or professional capacity), and an understanding of what types of content are engaging on the different social media platforms
- have good written communication skills to write in a clear and concise way
- be someone who likes to work as part of a team, in a collaborative and inclusive way
- be eager to learn, and happy to get stuck in to whatever tasks need doing that day
- have good organisational skills, to be able to work on a number of things at once and meet deadlines
- have good attention to detail
- have good ICT skills. We use tools such as Gmail, Google Docs, Slack, Dropbox, Squarespace and Mailchimp. You might not have used these in the past, but will need the ability to pick these up quickly
- need to be able to work both remotely and from the Museum's office in East London (the specific location is tbc)
- ideally have the ability to work occasional weekends and evenings (with time off in lieu)

Apply

Thanks for reading! We hope that you're interested in joining our team.

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Once referred, please apply by sending the following to Rachel Crossley, Museum Director, at: rachel@eastendwomensmuseum.org using the subject 'Marketing and Programmes Assistant'.

- your CV
- contact details of two references and their relationship to you
- a personal statement of no more than 2 A4 pages saying why you would like the role and telling us how your skills and experience match what we're looking for
- a completed Equal opportunities monitoring form, available to download from eastendwomensmuseum.org/news

Application deadline: Friday 25th June, 6pm

Interviews scheduled: Tuesday 6th July 2021. Please indicate in your application if you are not available on this date.

Anticipated start date: mid July 2021

If you have any questions about the role please contact Rachel on rachel@eastendwomensmuseum.org