

JOB DESCRIPTION

Marketing and Communications Officer

November 2025



Department	Engagement
Position type	Full-time (37.5 hours) or four days (80%) by agreement
Responsible to	Head of Marketing
Salary	£26,150
Location	Thackray Museum of Medicine, Leeds LS9 7LN
Closing date	2nd January 2025
Interview date	W/C 19 th January

THACKRAY MUSEUM OF MEDICINE

The Thackray Museum of Medicine is the UK's largest independent medical museum, and a place that inspires people with the passion and purpose of medicine and healthcare – past, present and future.

Situated in the bustle of a lively East Leeds inner-city community, and adjacent to St James' Hospital (Europe's largest teaching hospital), the Museum showcases innovation and collaboration in medical endeavour through its collection of over 81,500 objects covering all aspects of the history of medicine.

Welcoming 70,000 visitors through the year, the Museum's exhibitions and programmes are built on the foundation of democratising the collection and co-curating with our community. Medicine touches the lives of all humankind, and the museum uses its collection as a focal point to share stories through people from all parts of society, past and present.

ROLE OVERVIEW

Our Engagement team looks after our museum visitors throughout their time at Thackray, developing relationships that see a wide range of people come back to the museum again and again. The team encompasses marketing and communications and visitor engagement across our museum, shop, café and event hires. This is an exciting opportunity to join a growing, supportive team as we strive to engage 100,000 visitors a year from around Leeds and the UK with our collections and the stories they tell.

The Marketing and Communications Officer will have a chance to gain wide-ranging, hands-on experience supporting the delivery of all aspects of our marketing, digital, communications and audience development strategies. This is also an exciting opportunity to be the voice of our social media channels and digital content. Working closely with both the Head of Marketing and the Director of Engagement, as well as external agencies and colleagues across the organisation, you will play an integral role in bringing the history of medical innovation to life and inspiring the next generation of health heroes.

Key responsibilities:

CAMPAIGN MANAGEMENT

- To support the planning and delivery of marketing campaigns for exhibitions, events, community, collections and learning programmes, and our commercial activity (venue hire, retail, café) to meet visitor, audience and income targets.
- To implement campaigns that use the most effective marketing mix, including email marketing/ newsletters, digital advertising, print, partnerships, third party promotions and direct marketing.
- To assist in the management of external agencies including PR and communications agencies, creative agencies, distribution networks, designers, videographers, photographers, printers and other suppliers in the distribution of marketing collateral and to deliver campaigns.
- To monitor ticket bookings for events and campaigns, using initiative to identify and reallocate resource/ideas to events which require support to reach targets.

DIGITAL

- To generate ideas and be responsible for the planning, copywriting, production and distribution of engaging content and promotional materials, ensuring deadlines and quality standards are met.
- To lead Thackray's social media channels and support the implementation of the social media strategy by developing, producing and editing innovative content that raises awareness of the museum's stories, collections and activities to our audience segments.
- To manage print and digital advertising, including booking adverts, producing or commissioning creative assets, updating specs and ensuring sign off to deadlines.
- Play an active role in the maintenance and development of the Thackray website including copywriting, content production, events listings and web editing.

UNDERSTANDING AUDIENCES & EVALUATION

- To contribute to internal and external Marketing and Communications reports, gathering data from various sources including social media platforms, our ticketing and CRM systems and Google Analytics.

- Act as a champion of the museum's audience segmentation, ensuring that colleagues across the organisation are familiar and comfortable with the audience strategy and audience segments.
- Work with the Head of Marketing and Audience Manager on the development, maintenance and operation of Thackray's CRM, ticketing and e-marketing systems.
- Work alongside colleagues to ensure that all communications reflect best practice in terms of access and represent the diverse lived experience within our local communities.
- Support the Head of Marketing and Director of Engagement with audience development, including audience research and evaluating marketing effectiveness.
- Act as a brand guardian and help maintain the consistent application of the museum's brand identity and tone of voice.

ADMINISTRATION

- To undertake any other marketing responsibilities, as reasonably requested by the Head of Marketing and or the Director of Engagement and when capacity allows, which is consistent with the grade of the post.

The Thackray Museum of Medicine is actively committed to promoting equality, inclusion and diversity. We are a Disability Confident employer and welcome applications from all sections of the community.

PERSON SPECIFICATION

Essential experience and skills

- Experience of working on and feeding into effective marketing campaigns, from concept through to delivery.
- Experience of copywriting and content creation to a consistently high standard, including strong proof-reading skills.
- Experience of producing high quality content for social media.
- Attention to detail with a good eye for design and presentation.
- An excellent communicator, who is able to convey a message in a clear, concise way.
- Excellent planning, time management and organisation skills with proven track record of pro-actively delivering projects on time and on budget.
- Clear understanding of different audiences and the application of audience research.
- Experience of using a CMS, email communication platforms and CRM systems.

Desirable experience and skills

- Experience of working in a marketing role within a cultural or heritage environment.
- Experience of design, layout, typesetting of marketing materials.
- Experience in the use of Adobe Creative Cloud, Canva and similar applications.
- Experience of contributing to Audience Development strategies in a charitable organisation.

- Experience of using WordPress.
- Experience of using a box office ticketing platform, DotDigital or Spektrix.
- Experience running and monitoring PPC advertising (e.g. Google Ads, Facebook, Instagram and Twitter) as part of campaigns.
- Experience of collating and using data to evaluate campaigns.
- Experience of promoting commercial activity (e.g. catering and retail).
- Experience of managing PR campaigns.
- Demonstrable working knowledge of local and national press.
- Experience of practical application and use of branding.

HOW TO APPLY

Our shortlisting is anonymous and we want to make the application process as easy and as open as possible, so you can apply in two ways ...

1. Send us a CV (up to two pages) and supporting letter (no more than 1000 words) or
2. Send us a CV (up to two pages) and supporting video or audio of up to 5 minutes.

SUPPORTING LETTER, VIDEO or AUDIO

Your letter, video or audio should respond address the points in the person specification. If you meet all of the essential criteria, we'd love to hear from you.

Please send your letter, audio or video along with your CV to judith.knox@thackraymuseum.org.

We will do our best to protect your anonymity in materials you provide when our shortlisting panel see them, such as redacting personal details like your name.

USING AI

We understand that many people use AI when applying for jobs. You are welcome to use AI to help you research and organise your ideas but we ask, if you are able, to write the application yourself. We have tried to make this application as simple and accessible as possible, and we are not expecting you to spend more than a few hours writing it.