

## Trent Park Museum Trust

### Communications Manager

trentparkhouse.org.uk

Trent Park Museum Trust is seeking to appoint a freelance Communications Manager help develop our new communications strategy and manage communication from the project to widen our reach to audiences.

#### **Trent Park House**

Trent Park House, in Enfield, is recognised by Historic England as being of significance on a par with Bletchley Park. One of London's grandest houses, it was home to the 'Secret Listeners' during World War II - a story that has remained hidden in the house for over 70 years.

During the War, Trent Park House became one of the Allies' most successful secret weapons. State-of-the-art listening devices were wired throughout the House and gardens, and highly-prized Prisoners of War – including some of Hitler's most loyal Generals – were transferred to the site. Teams of 'Secret Listeners' – many of whom were German-Jewish émigrés – worked from the basement, recording and translating the conversations taking place on the floors above. Their discoveries were crucial to the outcome of the War.

In the lead up to the War, Trent Park was home to Sir Philip Sassoon, a central figure of both British inter-war politics and the anti-Nazi movement. Sassoon designed Trent Park to be both a political and social entertaining venue. He created a sumptuous atmosphere and entertained guests ranging from King George V, Edward VIII and a young Princess Elizabeth, to Sir Winston Churchill, Charlie Chaplin, TE Lawrence and Rex Whistler.

The House and gardens are currently being restored as a new heritage attraction which will immerse visitors – including school groups – in these extraordinary histories.

#### **The role**

The Communications Manager will work with the wider project team on both the 'Digital Museum' initiative and the ongoing capital project to help develop and implement the digital communications strategy as well manage communications from the project across various digital platforms.

You will:

- Working with Trent Park House's PR consultants to help develop and implement a digital communications strategy to significantly raise the House's profile in the run-up to opening the museum
- Managing Trent Park Museum Trust's social media channels to showcase the Oral History Research project's progress and outcomes and behind-the-scenes activity for the Trent Park House capital progress
- Coordinating blog posts for the existing website until the Digital Museum website is live
- Producing a regular newsletter for Trent Park Museum Trust's e-subscribers to highlight project's progress and outcomes (inc. Schools & Oral History research)
- Develop content to provide a consistent, targeted, and impactful message to broaden our impact with new audiences, working closely with the project team where necessary.
- Attend Project Board meetings for the capital project when required, usually held monthly.

- Attend Steering Committee meetings for the Digital Museum when required, usually held monthly.

#### Important notes

- i. This project revolves around histories and experiences associated with forced migration, war and the Holocaust. All project members are expected to approach all activity with appropriate sensitivity and undertake associated training (provided via the project team) as required.

### Skills and experience

#### Essential

- At least three years' experience in a relevant field (either digital content creation, communications or marketing).
- Experience of commissioning creative content and managing relationships with external suppliers.
- Experience of managing and contributing to media campaigns with print and online media.
- Organised and focused approach to work with the ability to juggle multiple deadlines and priorities.
- Good team player with the ability to work collaboratively with colleagues and external partners.
- Excellent written and spoken communication skills.
- Experience of website editing and use of content management software.
- Experience of contributing to or managing an organisational social media account.

#### Desirable

- Educated to degree level.
- Previous experience of managing an email newsletter.
- Experience of using MailChimp.
- Experience of using a Donorfy.
- Awareness of data protection issues particularly in relation to images and data from children and young people.
- Awareness of the importance of evaluation and different evaluation techniques.
- Awareness of trends in social media, digital content creation and heritage and museum marketing.
- Understanding of Holocaust-related histories and associated approaches to learning and interpretation
- Experience of working with inclusive and/or underrepresented histories.

The appointed person will be able to work both remotely with occasional visits to site as required.

Time period: approx 16 months, starting October 2022.

Budget: Fixed fee of £10,500

**Payment schedule**

Monthly payment, against agreed deliverables, on the submission of invoices to the Project Manager.

**To apply**

Please send a CV and covering letter (no more than 2 sides of A4) to Kate Francis at [kate.francis@trentparkhouse.org.uk](mailto:kate.francis@trentparkhouse.org.uk) outlining your suitability for the role and including an indicative, costed breakdown of your approach to the work.

Short-listed candidates will be interviewed remotely, by MS Teams or Zoom.

Please contact [chezzy.brownen@trentparkhouse.org.uk](mailto:chezzy.brownen@trentparkhouse.org.uk) with any questions about the role or the application process.

**Application Timeline**

Closing date for applications is 14<sup>th</sup> October 2022

**Key relationships**

- Reports to the Project Steering Committee, with day-to-day management by the Project Manager.
- Liaising with:
  - Trustees
  - The Trust's PR consultants
  - Capital project team including Curator, Programme Manager, Historical Curatorial Advisor
  - The Digital Museum project team including the Brand Consultant, Website Developer, Digital Content Creator, Community Engagement Manager, Independent Project Evaluator