



DR. JOHNSON'S HOUSE

17 Gough Square
London, EC4A 3DE
Tel: 020 7353 3745

Head of Marketing and Commercial Development

Full-time appointment – fixed term for three years

Job Purpose:

Samuel Johnson was a preeminent 18th-century literary and cultural character, and his house at 17 Gough Square, c.1690s, is a remarkably untouched time capsule from the Age of Enlightenment and where Johnson created his iconic *Dictionary of the English Language* between 1745 and 1755. Dr Johnson's House is an international treasure that has many stories to tell and needs to attract a larger and more diverse audience and enhance its events, hire, and shop activities to fulfil its potential and be economically sustainable. It sits within the City of London which has just launched Destination City, a campaign to increase cultural visits and activities to the many heritage sites and museums in the area, making this an opportune time to increase our profile and aspirations.

The person in this role will build on these opportunities to market the House and its programmes, build collaborative partnerships, and enhance our event offer so that new and more diverse audiences can enjoy our mix of heritage, architecture, literature, and Black British history. At the same time, there is significant growth potential in our commercial operations, including private hire, as a filming location, and the shop. This role offers enormous potential to break new ground and make a difference.

About the role:

This is a new role and has tremendous potential and offers the opportunity to hone managerial and leadership skills, while gaining a full understanding of how small independent museums operate. Located in the heart of the City of London, we are surrounded by potential collaborators and new audiences, and interest in the House and Dr Johnson's work is international. We are about to launch a major capital campaign to refurbish the House, and enhance interpretation, accessibility, learning, and outreach. You will work closely with the Director to develop and execute a new comprehensive marketing and commercial strategy and achieve annual targets. The projects you'll devise and manage will have a significant impact on our financial sustainability, visitor experience, and audience inclusion and diversity. We are well positioned to attract a range of partners and have dynamic leadership to help develop compelling cases for support. The House is currently run on a very small team of 2.4 FTE – you will not have line manager responsibilities, though you will recruit and train a volunteer staff to assist certain projects, and you will need to work closely as a team. You will be responsible for devising, and delivering, the marketing and commercial strategy, there are no junior members of staff to delegate to. This is a rare and exciting opportunity to contribute significantly to a historic house museum. You will be making a huge difference to an incredibly important site with untapped potential at a transformational point in its history while demonstrating and building your professional skills-set across the organisation.

Lord Harmsworth – President

Stephen Clarke FSA - Chairman

Dr. Johnson's House Trust Ltd.
Registered Charity Number 1122396
Company limited by guarantee

Responsibilities

You will:

- Write, execute, evaluate, and report on a comprehensive marketing and commercial strategy to achieve ticket, private hire, and shop sales targets; increase and diversify audiences; and build mutually-beneficial relationships with the City of London, other cultural sites, and social service organisations.
- Market the House (including writing copy and creating visuals for social media and print) to promote the events and exhibitions programmes, and educational activities, including; e-newsletters, leaflets, posters and other marketing materials as required, while developing contacts in the press and public relations.
- Assertively market the private hire business and enhance the film and photography hire business in order to meet targets for commercial income generation.
- Contribute to the revision the website, significantly increase our on-line presence and enhance the interactivity of the website.
- Develop and execute an engaging annual calendar of events for existing and new audiences including those that are primarily mission driven and those that are heritage-related but primarily commercial.
- Provide onsite delivery and management of the events programme and undertake such duties as required to ensure their success.
- Develop cost-effective management of events programme.
- Manage ticketing and guest lists for events; take bookings with clients and make arrangements with suppliers for private hire and filming; supervise the Duty Manager and occasionally act in their stead for out-of-hours private hire ensure the safety of the House and its collections throughout.
- Develop enhancements to the shop to increase retail income onsite and online.
- Promote the House as a commercial event venue and film/photographic location and ensure that these hire opportunities are profitable and do not damage the House or collections.
- Train and supervise volunteers and interns who will assist with programmes under your remit and develop partnerships to ensure you follow sector best practice and identify opportunities for collaborative, synergistic working.
- Liaise with colleagues across the organisation to identify news stories relating to Dr Johnson's House and pitch these to media to support cultural, commercial, and travel trade marketing as well as populate the social media channels.
- Identify and cultivate relationships with those who can help to promote the House such as tourist information staff, tour operators, City of London colleagues, etc.
- Support the Director and undertake such duties as required.

Knowledge, Experience & Skills:

We are seeking an experienced person that is an excellent communicator with a pro-active, confident, positive approach, and strong interpersonal skills. You will enjoy helping an organisation achieve its strategic aims and be able to work independently and take the lead on major projects as needed. You will be good at spotting and pursuing opportunities and enjoy working with a wide range of people in an enthusiastic and sensitive manner. You will have:

- Substantive experience working in a related role.
- A demonstrably successful portfolio of written and on-line communications.
- Experience planning and executing events.
- Project management experience and a good understanding of financial matters.
- Some experience of staff management.
- Evidence of the achievement of targets and the financial impact of your work.
- The confidence to devise and implement new strategies and be responsible for meeting set targets, and the interpersonal skills to develop good relationships with colleagues, journalists, programme makers, photographers, etc.
- Be articulate and able to edit and upload content across a range of media for different audiences.

The Head of Marketing and Commercial Development reports to the Director.

This post is full-time (37.5 hours, not including lunch breaks) and requires being onsite at least 80% of the time, including occasional weekends and evenings. Time off in lieu will be given for any overtime worked.

The salary is up to £45,000 per annum, depending on experience.

Please note that this post is subject to an enhanced DBS check.

To Apply:

Please submit a C.V. **AND** a covering letter which states your suitability and interest in this role.

Send to: **recruitment.djh@gmail.com**

Closing date for applications: **Midday on Monday 8th April 2024**

Interviews will be held during the week commencing **Monday 22nd April**

Our commitment as an employer:

Dr Johnson's House is an equal opportunities employer and is committed to encouraging equality, diversity and inclusion among our workforce, and eliminating unlawful discrimination. The aim is for our workforce to be truly representative of all sections of society and our sector, and for each employee to feel respected and able to give their best.

Please note that you must be able to demonstrate that you have the right to work in the UK.