

Events and Marketing Co-ordinator

(Fixed term)

37.5 hrs a week

£26,400 per annum

The Museum of Royal Worcester is an independent museum and charitable CIO. Our Vision is to inspire, surprise and delight people across the world with Worcester's porcelain heritage. Our world-class collections celebrate and tell the stories of 250 years of ceramic design, skill and innovation. The Museum is located in Severn Street opposite the regenerated Royal Porcelain Works site and minutes from the centre of Worcester and the River Severn.

The Museum delivers a wider range of activities with our largest event being an annual town centre event attracting over 1600 people to the museum. Across the year we programme evening, daytime and holiday workshops ranging from 10 week evening clay courses to family craft sessions. We provide a range of activities for visiting groups including factory worker demonstrations, talks and interactive experiences.

You will join our dedicated team to grow and build our audiences across groups, hires, activities and events. You will be interested in developing our programme of group visits, workshops, annual events and hire. You will be involved in the visitor journey from first point of contact, from making the bookings, to co-ordinating schedules, sending communications, setting up spaces, to post-visit feedback. You will be confident using digital bookings systems, pricing and arranging and sending invoices. On occasion you may be engaged in supporting the delivery of activities with groups and will be leading on the co-ordination and planning with external stakeholders.

This post would suit an individual that thrives in a busy varied role with excellent planning, communication, time management and problem-solving skills. The ability to use initiative, to think practically alongside managing multiple priorities is essential.

You will be enthusiastic about attracting participants and engaging in marketing including updating our social platforms, museum website and digital booking web

Museum of Royal Worcester Severn Street Worcester WR1 2ND

T: 01905 21247 F: 01905 617 807 info@museumofroyalworchester.org

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Role Description and Person Specification

platform to attract visitors and participants. It is essential that you enjoy working in a team and are motivated to help and support colleagues.

You will be highly motivated, have energy, flexibility, and excellent interpersonal skills. You will be adept at arranging visits and can work to the Museum's priorities and requirements. You will have a committed interest in the stories of Museum of Royal Worcester and the potential to increase participation and visits.

This is an initial 6-month fixed-term position, with the potential to transition to a permanent role based on business needs.

Staff receive discounted shop and studio purchase and a membership pension scheme. Annual leave is 28 days including Bank Holidays.

To apply, please email a full CV, and covering letter (up to two pages) to the Museum's HR Consultant Deirdre Myers at deirdre@mh-humanresources.co.uk

Closing date: 14th October 2025

Interviews will be held: 17th October 2025

Job Description

Overall purpose of role

The Events and Marketing Co-ordinator is responsible for the planning, co-ordination and evaluation of our workshops, events, group visits and hires and day to day marketing responsibilities to promote visitor experiences. The role reports to the Director working closely with the Development Manager.

Key tasks and responsibilities

- Develop participation and income generation through groups, hires, experiences and events.
- Manage and co-ordinate bookings, staff and planning for events, groups and hires
- Liaise with staff, volunteers, freelancers to plan and deliver exceptional visitor experiences.
- Promote and market the Museum's activities including across press, media and social media.

Duties:

Groups, Events and Hire

- Provide excellent customer service to individuals, organisations, corporates, special interest groups, travel, trade and formal and informal learning groups.
- To contribute to the creative programming of events and activities working closely with the programming team across collections, exhibitions, learning and community engagement staff.
- To support the delivery of introductory talks and activities where required.
- Coordinate and work with the Front of House Team, volunteers and the wider team to actively arrange staffing, preparation, delivery of activities and visits including schedules for events, meetings and the setting up and tidying away of materials, chairs and tables, equipment and catering
- To provide a smooth visitor journey pre and post booking providing pricing, schedules, reminders and encouraging feedback. Maintain the Museum booking diaries and co-ordinate with hirers, groups and event organisers including terms and conditions

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- Liaise with caterers and where necessary staff and volunteers to prepare and deliver event catering including drinks, afternoon teas and sit-down meals, providing hands-on support at times
- Accurately record numbers at events and engaged in activities and seek feedback
- Raise invoices due to the Museum for visits, events and hires, also checking remittances received and following up debtors.
- Developing the Museum as a unique wedding venue with Royal Porcelain Works partners
- Ensure roles, risk assessments, relevant policies are in place for all events, groups, hires and activities, liaising with the activity leads.

Marketing and Communications

- Prepare the museum marketing and communications including e-newsletters and social media posts and editing the Museum website
- Support communication and membership administration of the Museum Friends and work with the Development Manager on events.
- Work with the team to promote museum events and group offerings through print, digital, media, attending events. Assist in creating promotional materials, including brochures, emails, films and online content, to attract potential clients and groups.
- Evaluate and monitor marketing KPI activities, providing reports as requested by the Director, Finance staff and Development Manager.

Administrative Duties

- Respond to queries on phone, by email and social media, providing information or directing to colleagues as appropriate.
- Carry out administrative duties such as printing, typing, copying, laminating, scanning, drafting letters and emails, monitoring office supplies
- Assist in the preparation of regularly scheduled reports, including monthly financial data, events and bookings numbers.
- Handle sensitive information securely and in a confidential manner

General Duties

- Support with day to day general operational requirements such as tidying, ordering supplies, health and safety checks, and carrying out safety drills if required.

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- Ensure all data is stored and handled in accordance with GDPR and company policy and procedures
- To be familiar with and implement the Museum's policies including Customer Service, Equal Opportunities, Safeguarding and Health and Safety policies
- Observe procedures, measures and guidance for security and care of collections and archive material as instructed by the Museum Director and collections staff
- To undertake training and development considered necessary for the role.
- Regular evening and occasional weekend work will be required mainly to support events for which flexible working/time off in lieu will be provided.
- Any other duties as may reasonably be required by senior management and trustees.

Events and Marketing Co-ordinator

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> • Good standard of education, including GCSE Grade C or above in Maths and English 	
Experience	<ul style="list-style-type: none"> • Experience of co-ordinating, planning and managing events and activities • Experience of digital ticketing booking systems • Experience of customer service • Experience of working with diverse audiences • Experience of producing content for marketing • Experience of developing content for social media 	<ul style="list-style-type: none"> • Experience of working in the museum or heritage sector • Experience of budget tracking and monitoring
Skills and knowledge	<ul style="list-style-type: none"> • Excellent planning, prioritisation and organisation skills. • Competent and familiar with digital technologies 	

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	<ul style="list-style-type: none"> • Knowledge of basic Health and Safety Legislation including events compliance requirements • Ability to assess risk • Excellent customer service skills • Excellent interpersonal skills engaging with the public and colleagues • Excellent communication skills. 	
Personal attributes	<ul style="list-style-type: none"> • Attention to detail and maintaining standards • Flexible, able to think creatively, solve problems and manage conflicting priorities • Professional, smart presentation, polite, and reliable • Efficient, personable • Willing to improve and develop • Ability to work in a team and on own initiative 	
Other	<ul style="list-style-type: none"> • Working days and hours are typically Tuesday to Friday 9 – 5 including a 30 minute unpaid break • Must be able to commit to one or two evenings a week usually term time and occasional weekend work for events and cover for which there will be time off in lieu. • A commitment to the Museum's purpose and values 	