

MANCHESTER MUSEUM

The New York Times



The Guardian

Newspaper of the year

Manchester Museum to reopen with 'ordinary folk' co-curating new gallery

Director says it's 'time to tell new stories' as people from south Asian diaspora contribute experiences



Manchester Museum reopens to the public in February 2023 following major redevelopment. Photograph: Chris Bull/Manchester Museum

A museum with a dizzying, encyclopaedic collection that spans Egyptian mummies, dinosaur skeletons and live Costa Rican frogs is to reopen next



TIMES OF INDIA

New gallery at UK museum gives voice to South Asian diaspora

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Revered Master, wrote Bengali physicist Satyendra Nath Bose, one of the seminal founders of modern quantum science in his first letter to Albert Einstein when he sent the German physicist his formulations on a new statistical method of counting particles after it was rejected by a prominent science journal. Einstein, in turn, wrote back addressing Bose as 'Herr Kollege' (colleague in German) and published Bose's paper in a leading scientific magazine with a note saying that it was 'a beautiful step forward'. He went on to publish three more papers that were inspired by Bose, which further revolutionised quantum theory.

Today, the written correspondence between Bose and Einstein belongs not only in the annals of science history, but also in a glass case in Manchester. The UK's 130-year-old Manchester Museum—built during the height of British colonial rule in India—opened this month following an ambitious £15-million transformation with a



The UK's 130-year-old Manchester Museum—built during the height of the British colonial rule in India—reopened this month following a £15-million transformation with a new South Asia Gallery



spanning from 1800BC to modern-day narratives, the multilingual gallery—a British Museum partnership—is billed as the first permanent gallery space in the UK dedicated to the experiences and histories of South Asian diaspora communities of India, Pakistan, Bangladesh and Sri Lanka.

Interestingly, the gallery is shaped by stories of the diaspora rather than artefacts alone, uniquely co-curated

chronologically, but when Eame Ward, the director of Manchester Museum, forced a rethink of whether the gallery was imaginative, inclusive and caring as it could possibly be, it motivated a co-curation approach and a collective was formed, "recounted Nusrat Ahmed, the lead curator of the new South Asia Gallery."

So if Sarkar, as member of the collective, was able to reproduce the letters between his "Dad" and Einstein from 1924 and 1927, journalist



Head of Communications and Marketing Recruitment pack

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About Manchester Museum

Manchester Museum, part of The University of Manchester, first opened in 1890 and is one of the largest university museums in the UK. The beautiful building, designed by renowned architect Alfred Waterhouse, is home to around 4.5 million objects.

We have reached a huge moment in Manchester Museum's rich history. Following a major capital transformation, we reopened our doors in February 2023 as a new museum that's fit for the 21st century. That means showcasing the best of our historic collections, as well as addressing the urgencies of the present day.

Built on strong values and a clear mission

Our mission is to build understanding between cultures and a more sustainable world. We are driven by our values to be inclusive, imaginative and caring.

A commitment to **inclusion** means greater collaboration and co-production, and foregrounding diverse perspectives, becoming more relevant to the communities we serve.

A commitment to **imagination** means engaging with innovative ideas and research, bringing people together to tell extraordinary stories and explore big questions.

A commitment to **care** means caring for people, their ideas and relationships, as well as objects, so that we can take action to build understanding, empathy and love for our world and each other.

"Manchester Museum is a place of wonder and curiosity where visitors can experience exhibitions that tell powerful stories and engage with big ideas. We are dedicated to building a more sustainable world and understanding between cultures in everything we do and we're working towards becoming the most inclusive, imaginative and caring museum you might encounter."

- Esme Ward, Director of Manchester Museum



We're committed to building better understanding, compassion and empathy for each other and our world, and foregrounding inclusive narratives and new perspectives. That was the driving force behind the £15 million capital transformation which concluded in February 2023. The newly reopened Museum benefits from a beautiful, two-storey extension, which has increased the Museum's floor space by over 800m². Together with extensive reconfiguration of existing spaces, this has created:

Exhibition Hall

Our stunning new Exhibition Hall brings people together to explore big ideas and showcase cutting-edge research in engaging ways. We are currently exhibiting our very own internationally successful 'Golden Mummies of Egypt', which received rave reviews from its tours across China and USA. This will be followed by 'Wild', which will explore wildness, conservation and rewilding.

South Asia Gallery

The South Asia Gallery: A Partnership Gallery with the British Museum, The UK's first permanent South Asia Gallery dedicated to exploring the experiences, cultures and contributions of the South Asian diaspora is a place for emotional connections and intercultural understanding. It explores South Asia's incredible impact on life in the UK and present a dynamic, contemporary take on South Asian and British Asian culture. This is a landmark partnership with the British Museum. It has been designed and built with a spirit of collaboration and co-production, with a unique Collective of community leaders, educators, artists, historians, journalists, scientists, musicians, students and other from the South Asian diaspora. Design collective Studio C102 and Mobile Studio have created this exceptional gallery, with an intimate performance space at its heart.

The Belonging Gallery

The Belonging Gallery explores themes of belonging and inclusion through global comic art and collections. It examines how humans, animals, and plants have lived harmoniously with each other and in different landscapes. And where they no longer do, the Belonging Gallery offers illustrative examples and hopeful insights into how we might make new harmonies in the future.



The Lee Kai Hung Chinese Culture Gallery

This multilingual gallery, supported by the Lee Kai Hung Foundation, explores the rich cultural heritage of China and its historic and contemporary links with Manchester. It seeks to build empathy and understanding between Manchester and China and draws on rarely and never-seen collections from cultural partners across the city to reveal powerful personal stories. Design team Image Makers have transformed the look and feel of this gallery, including a space for gathering - a home away from home for Manchester's Chinese students and communities.

Top Floor: The Future of Education

The top floor is a space for people to come together to learn, share ideas, build community and make plans. There you'll find education groups, charities, artists, writers, social enterprises, staff and students co-working and collaborating, with a shared commitment to social and environmental justice. The Top Floor includes a teaching studio, greenhouse, therapy room, pop up exhibition and events space and co-working hub.





Dinosaurs

A complementary display in Fossils, uncovering stories that are told about dinosaurs, encouraging visitors to consider and develop the skills used by palaeontologists.

Inclusive and accessible visitor facilities

New inclusive facilities include a Changing Places toilet, picnic area, therapy room, prayer space and quiet room. The picnic area, open to everyone, has been beautifully decorated to complement the Museum Café and includes microwaves, work surfaces and a sink. The prayer room is available for those that need to use it for prayer, contemplation or meditation. For people that need a calm and peaceful space for reflection, rest or other reasons, there is a dedicated quiet room.

A UK Partnership with 	With thanks               Lee Kai Hung Foundation The Savannah Wisdom Foundation B&M Retail DCMS/Wolfson Museums & Galleries Improvement Fund ZVM Rangoonwala Foundation Ashok & Anna Kallumpram (Premier Textiles Ltd. Headley Fellowship with Art Fund The Barker Foundation	Official hotel partner   Manchester Museum is proud to be part of The University of Manchester. (Charity exemption number: XR82062)
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Job Description

At a glance

Title of Post:	Head of Communications and Marketing
Grade:	Grade 7, £44,414 - £54,421 per annum dependent on relevant experience
Employment type:	Permanent
Hours:	Full time, 35 hours per week
Responsible to:	Director, Manchester Museum
Closing Date:	Wednesday 10 May 2023 (midnight)

Overall purpose of the Job

You will lead and shape Manchester Museum's communication and marketing strategy at a pivotal time in its history. You will develop imaginative strategies and produce high-quality content that expresses and reflects the museum's vision and values; commitment to inclusion, imagination and care. In sharing the museum's work in research, learning, civic engagement and international collaboration, you will build brand recognition and engagement.

You will be a brilliant communicator and collaborator, confident in how museums engage with some of the most relevant, urgent and challenging contemporary debates, including decolonisation and the climate emergency. This role combines creative and strategic thinking with hands-on doing. You will lead and support your team, colleagues and partners to reimagine how the museum's communications build understanding between cultures and a more sustainable world.

Key Responsibilities, accountabilities and duties:

Communications and Strategy

- Work collaboratively to lead, develop and deliver a communications strategy that supports the vision and mission of the museum, with people (visitors, partners and communities we work with) at the centre of everything we do.
- Lead a strategic and integrated approach to news and media relations activity, which shapes and enhances the University and museum's reputation.
- Develop and implement planned and measurable media relations campaigns using creative and innovative methods to reach and influence key audiences.
- Work closely with PR agencies and freelancers to place stories and raise the profile of the museum's work.

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- Drive social media engagement across all platforms with a distinctive tone and vision for inclusive communication methods that aligns with the museum's values and commitment to open dialogue and a commitment to thinking publicly.
- Create and/or co-create relevant and engaging content, making the most of museum collections, stories and relationships, and promote across appropriate channels in order to encourage visitors and build deeper connections with audiences.
- Support the Designer Manager to establish new brand guidelines, lead creative and design development, media, PR management and marketing, ensuring that inclusion, equality and diversity and transparency is integrated and applied in all areas of museum communications.

Leadership and Management

- Provide effective leadership and management of direct reports, prioritising their personal and professional development to meet the current and likely future demands of the organisation.
- Lead the communications and marketing team, museum staff and where relevant external bodies, to ensure a strong visual identity is embedded across the museum.
- Provide coordinated oversight and leadership across multiple communications programmes and projects, ensuring consistency of tone of voice and message across all channels.
- Plan and manage budgets.
- Contract and manage external agencies and freelancers to support in the delivery of the various elements of the strategy including developing briefs and write (or commission the writing of) documents for promotional purposes in relation to the press and public.
- Responsibility for and management of the CRM database, ensuring that it functions as an effective marketing tool as well as a company contact record, and is maintained to meet Data Protection Policy and GDPR.
- Be an active and influential member of the museum's strategic team.
- Represent the communications team at the programming and events groups, including reporting on strategic and decision making.
- Act in accordance with and promote University policies, procedures and requirements at all times, in particular those relating to health and safety; equality, diversity and inclusion; and information governance.
- As part of our wider commitment to environmental sustainability and social responsibility, to fulfil these duties in a resource-efficient, environmentally sustainable manner and seek to promote social responsibility wherever possible.

Advocacy, Media, Press and Campaigns

- Advise the Director in determining and reviewing the strategic approach to advocacy, media, press, PR, funders and campaigns.
- Develop plans and reactive responses to deal with sensitive media issues or stories which could potentially harm the museum and/or University's reputation.
- Lead on crisis communications when necessary, working closely with university colleagues to navigate active reputational risks.

- Work with the Museum Director and other members of museum staff on their own dealings with the media, providing briefing notes, training and support.
- Act as the lead contact for all press and media engagements and write press releases and develop media networks.
- Lead thinking and practice to promote new narratives and perspectives, including imaginative advocacy and social media campaigns, initially aligned to hello future transformation and reopening.
- Create a proactive programme of media visits to the museum including organising events and opportunities for the media to visit the museum as part of a proactive media relations strategy.
- Engage in regular networking with local and national media and relevant stakeholders in partner organisations.
- Provide communications support to all colleagues, particularly the Learning and Engagement and Fundraising teams.
- Act as the brand guardian for the museum and oversee all design materials and digital content, ensuring all outputs adhere to our guidelines, values and tone of voice.
- Responsible for all digital channels, including social media and the museum website, overseeing the work of external agencies such as web developers and freelancers.
- Stay up-to-date with changes in the digital landscape, ensuring our channels are relevant and engaging to help us grow online audiences.

Collaboration and Partnerships

- Liaise with colleagues and partner organisations and agencies to create, track and report on communications metrics/analytics to maximise shared vision and impact.
- Work closely with funders and agencies to ensure that all acknowledgment requirements are fully complied with.
- Working across museum teams, provide strategic support and leadership to ensure consistent tone of voice and communications.
- Liaise and collaborate with the University communications team, colleagues at the Whitworth and Manchester Art Gallery (Manchester Museums and Galleries Partnership) and represent Manchester Museum at marketing and communications networks, groups and campaigns.
- Build relationships and collaborate with peers across the cultural sector and communications/PR sector, particularly in Manchester, attending relevant working groups, representing the museum and reporting on activity.

Other duties as required commensurate with the level and nature of the role.

Appointment Details

This post involves occasional evening and weekend commitments. Appointees must be prepared to work outside regular office hours and support an out-of-hours rota as necessary. The University has arrangements in place to recognise this working pattern and to ensure an appropriate balance between working and non-working time.

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Person Specification

The person appointed will possess the following knowledge, skills and experience:

Essential:

- An excellent communicator with strong verbal and written communication skills, with experience of managing and developing high-performing teams.
- Significant (minimum 5 years) experience in a communications role.
- Experience communicating research and/or diverse histories and complex narratives to wide ranging audiences and engaging positively with contemporary debates.
- Experience of brand development and applying creativity and imagination to communications
- Demonstrable editorial and copywriting expertise.
- Expertise engaging with press and media, including managing multi-channel marketing and communications campaigns.
- Proven record in effectively leading and managing a team with evidence of setting and achieving clear objectives and performance goals.
- Strategic planning and implementation skills with proven delivery, acquired in a communications or PR field.
- Experience of dealing with confidential and sensitive issues and leading on crisis communications.
- Knowledge of and experience in working across a range of digital media and the ability to investigate and introduce new and innovative ways of working.
- Proven project and/or campaign management skills, particularly the ability to define priorities and work flexibly and effectively under pressure to deliver on deadline and to budget.
- Experience of budget management.

Desirable

- Experience of working with other languages and cultures collaboratively.
- Experience in the cultural sector.