

Assistant Director, Communications and Marketing at Imperial War Museums

[Apply Now](#)

Company: Ellwood Atfield

Location: London

Category: other-general

are hiring an **Assistant Director, Communications and Marketing**, to join the team, at the creative heart of the museums, working across all five branches. You will play a central role in developing and implementing an integrated communications and marketing strategy aimed at transforming the way IWM engages with the public.

IWM exists to help people understand the causes, course and consequences of war from the 20th Century up to present day. As one of the world's leading authorities on conflict and its impact on people's lives, their collections are filled with personal accounts and experiences, and inspiring and powerful stories.

In January 2016, Gill Webber was appointed to IWM as the Executive Director, Content and Programmes. She has been integral in ensuring the success of a restructure to the museums' public engagement and outreach, including the integration of the communications and marketing teams.

The role: Assistant Director, Communications and Marketing

Joining IWM in their centenary year, the new Assistant Director will be a key part of the team that markets one of London's top visitor attractions, the Churchill War Rooms, and will work to ensure the other branches equal this success and that IWM remain as relevant today as they were 100 years ago.

Role purpose

IWM is seeking a creative communications and marketing leader, with a track record of delivering results, managing a high performing team and providing strategic leadership to those around them.

Reporting to the Gill, the purpose of the role is to lead on the development and implementation of an integrated communications and marketing strategy, with the aim of delivering the key objective of helping IWM to change the way in which people think about the impact of war.

Success measures for this person will include an increase in collaboration between the communications and marketing functions, resulting in a wider audience reach. The aim is to highlight the work that IWM do to showcase the effect of war on populations as well as drive footfall and spend to the five key sights nationally.

Key Duties

Advise on communications and marketing strategy, identify issues, and actively contribute to the overall management of IWM through the Senior Management Team.

Chair the Editorial Board ensuring consistent message development and delivery across IWM branches and projects and the development of IWM's voice.

Work across IWM to help ensure key messages are communicated consistently across all external and internal communications.

Develop the existing Crisis Management strategy for IWM's Business Plan. Lead the media and communications response to incidents and crises.

Lead on media partnerships and other strategic PR and marketing partnerships to support branding, reputation and income objectives.

Provide strategic direction and line management for the Head of Press and PR and the Head of Marketing plus overall management of the communications and marketing team.

[Apply Now](#)

Cross References and Citations:

1. Assistant Director, Communications and Marketing at Imperial War Museums

Bluecollarjobs Jobs London [Bluecollarjobs](#) ↗

2. Assistant Director, Communications and Marketing at Imperial War Museums

StudentjobsnearmeJobs London Studentjobsnearme ↗

3. Assistant Director, Communications and Marketing at Imperial War Museums

SalesjobsnearmeJobs London Salesjobsnearme ↗

4. Assistant Director, Communications and Marketing at Imperial War Museums

Vietnamjobs Jobs London Vietnamjobs ↗

5. Assistant Director, Communications and Marketing at Imperial War Museums

FindurgentjobsJobs London Findurgentjobs ↗

6. Assistant Director, Communications and Marketing at Imperial War Museums

SocialworkjobsJobs London Socialworkjobs ↗

7. Assistant Director, Communications and Marketing at Imperial War Museums

Berlinjobsearch Jobs London Berlinjobsearch ↗

8. Assistant Director, Communications and Marketing at Imperial War Museums

AccountingjobsnearmeJobs London Accountingjobsnearme ↗

9. Assistant Director, Communications and Marketing at Imperial War Museums

Sapjobs Jobs London Sapjobs ↗

10. Assistant Director, Communications and Marketing at Imperial War Museums

AustinjobsJobs London Austinjobs ↗

11. Assistant Director, Communications and Marketing at Imperial War Museums

Netherlandsjobs Jobs London Netherlandsjobs ↗

12. Assistant Director, Communications and Marketing at Imperial War Museums

RiskmanagementjobsJobs London Riskmanagementjobs ↗

13. Assistant Director, Communications and Marketing at Imperial War Museums

Insurancejobs Jobs London Insurancejobs ↗

14. Assistant Director, Communications and Marketing at Imperial War Museums Free-

hiring Jobs London Free-hiring ↗

15. Assistant Director, Communications and Marketing at Imperial War Museums

Orthopedicjobs Jobs London Orthopedicjobs ↗

16. Assistant Director, Communications and Marketing at Imperial War Museums

Airconditioningjobs Jobs London Airconditioningjobs ↗

17. Assistant Director, Communications and Marketing at Imperial War Museums

Parisjobs Jobs London Parisjobs ↗

18. Assistant Director, Communications and Marketing at Imperial War Museums

Ukjobscentral Jobs London Ukjobscentral ↗

19. Assistant director, communications and marketing at imperial war museums Jobs London ↗
20. AMP Version of Assistant director, communications and marketing at imperial war museums ↗
21. Assistant director, communications and marketing at imperial war museums London Jobs ↗
22. Assistant director, communications and marketing at imperial war museums Jobs London ↗
23. Assistant director, communications and marketing at imperial war museums Job Search ↗
24. Assistant director, communications and marketing at imperial war museums Search ↗
25. Assistant director, communications and marketing at imperial war museums Find Jobs ↗

Source: <https://uk.expertini.com/jobs/job/assistant-director-communications-and-marketing-a-london-ellwood-atfield-5d52528428/>

Generated on: 2024-05-02 by Expertini.Com