



BENJAMIN FRANKLIN HOUSE

36 Craven Street, London

Job Description

Front of House & Marketing Supervisor

Job Title: Front of House & Marketing Supervisor

Hours: 9:30am – 6:00pm 4 days per week (34 hrs per week) Monday, Wednesday – Friday

Pay: £19,000-£21,000 per annum, depending on experience

Responsible to: Operations Manager & Director

Application: CV & Cover Letter detailing your suitability for the role to Dr. Márcia Balisciano, Director, Benjamin Franklin House, 36 Craven Street, London WC2N 5NF or

info@BenjaminFranklinHouse.org

Closing Date: Tuesday 25th June 2019, 9am

Interview Date: Week of 1st of June 2019 (subject to change)

Benjamin Franklin House is a Grade I listed Georgian building, located in the centre of London, just off Trafalgar Square. For nearly sixteen years between 1757 – 1775, Dr Benjamin Franklin – scientist, diplomat, philosopher, inventor and US Founding Father – lived at 36 Craven Street.

Though built as a lodging house, the building was over time used as a hotel and as a base for several non-profit groups. By the late 1980's, when the Friends of Benjamin Franklin House were granted the building's freehold from the British government, the property was in dire condition.

After extensive conservation, museum design and installation, Benjamin Franklin House opened to the public for the first time on Franklin's 300th birthday in January 2006. It is the world's only remaining Franklin residence and is now a dynamic museum and educational centre.

Our primary offering is the Historical Experience which uses the House's historic rooms as the stage for a drama which seamlessly integrates live performance, and cutting-edge lighting and projection technology to present the excitement and uncertainty of Franklin's nearly 16 years in London.

Main duties and responsibilities

The Front of House and Marketing Supervisor will be responsible for ensuring the highest levels of visitor satisfaction, broadening awareness of the House and the Historical Experience through targeting marketing activities, and managing the volunteer team to ensure smooth running of daily operations.

Front of House Duties

- Open and close the House mornings and evenings (along with other keyholders)
- Manage front of House and Box Office/shop ensuring
 - All visitors are made welcome
 - All visitor questions addressed
 - Ticket, merchandise sales, and event bookings are accurately recorded
- Daily management of volunteers, including training, creation of volunteer materials, scheduling and allocation of tasks
- Assist Education Manager with the recruitment of volunteers
- Oversee the running of the Historical Experience show on Wednesday – Sunday, and architectural tours on Mondays
- Ensure exterior signage is well maintained
- Assist with basic financial tasks related to the Box Office
- Supervise group bookings; promote, organise and oversee visits
- Collect visitor feedback and prepare weekly visitor metrics

36 Craven Street, London WC2N 5NF United Kingdom

Telephone +44 (0) 20 7839 2006

www.BenjaminFranklinHouse.org

The Friends of Benjamin Franklin House (UK) registered charity no. 276066

Registered in England company no. 01362091

- Ensure a consistently excellent standard of visitor services across weekdays and weekends, with support from the Weekend Supervisors

Marketing Duties

- Regularly review, update and implement the detailed House marketing plan in collaboration with the Director
- Promote the House and its public offerings
- Track and arrange distribution of marketing literature
- Monitor and act as the main point of contact for promotions
- Explore new ways of marketing including special offers, online opportunities and press
- Maintain marketing presence on key tourism websites
- Manage House social channels in collaboration with the team
- Host marketing events for targeted groups

General Responsibilities

- Represent the House in a friendly and professional manner
- Assist with events, room hire and operational activities as required
- Some evening/weekend work required

For more information on Benjamin Franklin House, please visit www.BenjaminFranklinHouse.org

Person Specification

Front of House and Marketing Supervisor

Knowledge/ Qualifications	
Undergraduate degree in a subject relevant to the role, e.g., history, museum studies, architecture, archaeology, conservation	Essential
Postgraduate degree in a subject relevant to the role, e.g., history, museum studies, architecture, archaeology, conservation	Desirable
Fire marshal training and/or first aid certificate	Desirable
Previous Experience	
Minimum one year experience of working in a museum and/or shop in a paid or voluntary capacity	Essential
Previous experience of working with the public	Essential
Previous experience giving guided tours or public talks	Essential
Previous marketing experience in paid or voluntary capacity	Desirable
Previous experience of working during events	Desirable
Skills	
Proficient in MS Office applications, especially Excel	Essential
Clear written and spoken English	Essential
Personal/Other	
Responsible and able to work independently, without supervision	Essential
Ability to lead and motivate volunteers	Essential
Ability to make informed decisions under pressure	Essential
Ability to communicate effectively with members of the public and speak to confidently to groups	Essential
Personal interest in historic houses, museums and/or American history	Essential