

Candidate Pack

Head of Communications

Full Time, 40 hrs per week
Permanent Contract



Introduction

The Wallace Collection is an internationally outstanding collection which contains unsurpassed masterpieces of paintings, sculpture, furniture, arms and armour and porcelain. Built over the eighteenth and nineteenth centuries by the Marquesses of Hertford and Sir Richard Wallace, it is one of the finest and most celebrated collections in the world. So that it could be kept together and enjoyed by generations of visitors, the collection was given to the British Nation in 1897 and opened to the public in June 1900. It was an astonishing bequest and one of the greatest gifts of art works ever to be transferred into public ownership. The museum is internationally famous for its collection of French eighteenth-century art, Arms and Armour and for its Old Master paintings.

The museum is managed by the Director, Dr Xavier Bray, who reports to a board of Trustees appointed by the Prime Minister, and is financed by a combination of grant-in-aid from central government and self-generated income.

Our priorities are to engage with and diversify our audiences, both onsite, offsite and digitally, and attract over 500,000 visitors a year to the museum from a range of audience segments.

In June 2025, the Wallace Collection announced that Selldorf Architects, in collaboration with Purcell and Lawson Ward Studio, has been appointed to lead the design and delivery of a transformational masterplan for Hertford House, the museum's historic home in London. This ambitious project will reimagine and revitalise the museum's spaces for the 21st century, preserving the charm and unique character of the building while improving access, sustainability and visitor experience. A comprehensive fundraising campaign is being developed to realise the bold ambitions of the masterplan.



Our priorities

Since 1900 the Wallace Collection has upheld the principle of access for all. In our 125th year as a national museum, the next phase of our development must be driven by excellence in research and display, financial and environmental sustainability, and ensuring that we continue to inspire and engage visitors in an ever-changing world.

Over the next three years, we will deliver a series of ambitious aims that enable us to:

- Maintain, research and preserve the collection
- Broaden and deepen visitor engagement
- Develop ambitious exhibitions
- Build a strong financial foundation
- Implement a transformative Masterplan



Communications at the Wallace Collection

The Communications Department has two key aims:

- To enact dynamic and effective marketing and PR strategies to maximise engagement across press, social and web channels, print and out-of-home media. We champion audience development, promote exhibitions and drive footfall to the museum.
- To constantly evolve and advance the Collection's digital presence and infrastructure to ensure efficient operations, to allow the museum to communicate effectively online, to better understand its audience and to expand its digital reach.

The Department presents the Collection to the world and aims to increase and sustain audience engagement, encouraging new, repeat and real and virtual visitors. We achieve this through a broad spectrum of marketing, press/PR activity and targeted campaigns. We support the Collection's revenue streams including exhibitions, retail and public events.

The Department also undertakes effective management of the Collection's digital systems including its CRM, website, ticketing system and participation in the global Bloomberg Connects app for smartphones, enabling the Collection to maximise its digital potential and its engagement with audiences online.



Role summary

The **Head of Communications** role is to grow target audiences (onsite and online), increase revenue generation and build awareness of the Wallace Collection through strategically targeted marketing, influencer, and press campaigns, with a specific focus on exhibitions, revenue programming, and emerging organisational objectives, including the transformative masterplan. The postholder will manage and utilise audience insights to make informed decisions and ensure audience needs are met. The role also oversees the effective management and strategic development of the Collection's digital infrastructure, including CRM, website, ticketing system and platforms including Bloomberg Connects and Google Arts & Culture.

As a member of the Heads of Department leadership team at the museum, the Head of Communications has input into strategic museum decisions, particularly in regard to audience development and digital matters. A productive and open relationship with the Collection's other departments is vital.

The Wallace Collection is embarking on a transformative Masterplan to future-proof Hertford House (Grade II listed) and deepen engagement with its exceptional collections. Since the 2000 Centenary Project, visitor numbers have doubled, putting pressure on facilities and infrastructure. At the heart of the Masterplan is how, The Wallace Collection can best meet the needs and expectations of both the current and future visitors and learning programme participants to achieve the Collection's strategic priority to broaden and deepen visitor engagement. This position will play a key role in shaping the Communications strategy for the public phase of the fundraising campaign and associated brand development.

This role will report to the Director of Development.



Role description

Marketing and Press

- Devise the Collection's Communications strategy and ensure its implementation through effective management of staff resources and external agencies.
- Grow target audiences and increase revenue generation by strategically developing and directing effective marketing campaigns, including media planning across print, digital, OOH and onsite, working closely with the Collection's media agency.
- Build audiences and generate increased revenue for the Collection's exhibitions, programmes (e.g. ticketed events and adult learning programmes, retail) by strategically directing and overseeing delivery of high-impact paid and promoted social media and YouTube campaigns.
- Create and deliver an influencer strategy (paid and organic) to build awareness of the Wallace Collection, generate revenue and engage key audiences for the museum.
- Actively seek opportunities to work with external partners on reciprocal social media/PR initiatives.
- Utilise audience insights and visitor data to ensure campaigns are tailored and effective in attracting target audiences and underpinning the Audience Development Strategy.
- Working effectively with the Collection's press agency, cultivate relationships with key press and media contacts including editors, journalists, freelancer writers and photographers.
- Oversee the delivery of press views and early press for the Collection's exhibitions and displays.

Owned Channels and Assets

- Oversee the delivery of engaging organic content for the Collection's social channels and regular subscriber e-news, ensuring accuracy and consistency of brand and voice.
- Generate new content opportunities, working with the Learning and Curatorial teams to shape and create new content for social and web.
- Develop stakeholder relationships within the Collection, ensuring consistency with brand and visual identity across all external outputs.

Digital Infrastructure and Audience Insights

- Create and implement the Collection's strategy for digital development, consolidating and fully-realising the Collection's potential for digital participation.
- Oversee the effective management of the museum's digital outputs and infrastructure, including its relationship with third party digital service providers, to maintain and develop the Collection's website, CRM (Microsoft Dynamics) and ticket system (Digitickets), enabling the Collection to maximise its digital potential and engagement with audiences online.
- Develop the Collection's means of gathering and analysing audience insights, ensuring they are disseminated to enable informed decision making across departments.

General

- Contribute to exhibition development through Exhibition Project and Review Group meetings, with a focus on audience development, marketing and press.
- Ensure effective reporting and evaluation of marketing activity, leading on reports to stakeholders and overseeing effective administration and data recording.
- Line manage the Senior Press and Marketing Officer and Digital and Audiences Officer, ensuring Communications staff work collaboratively with other departments to successfully deliver cross-departmental projects and wider organisational aims.
- Ensure the Department's proactive compliance with the Collection's policies, including carrying out risk assessments and producing Method Statements.
- Undertake other duties as reasonably directed by the Collection; be flexible with availability outside normal working hours.



Person specification

Essential

- Demonstrable experience of devising and delivering Audience Development and/or Communications strategies.
- Extensive experience of conceiving and delivering effective marketing campaigns for an audience/client-focused organisation, preferably within the culture/heritage/voluntary sector.
- Extensive experience of working with press agencies and/or working directly with press to achieve national coverage for campaigns and activities.
- Demonstrable experience of building and executing an influencer and social media (inc. YouTube) strategy.
- Demonstrable experience in digital marketing, data analysis and campaign budget management.
- Demonstrable experience of social platform management and online community cultivation.
- Excellent written and verbal communication; highly-developed interpersonal skills ability to communicate clearly and effectively with a range of internal and external stakeholders.
- Strong time management skills with an ability to plan effectively and manage competing priorities successfully.
- Ability to problem-solve and work on own initiative without close supervision.
- Experience of managing a range of professional staff, fostering a positive and inclusive work environment.
- Experience of setting detailed departmental budgets and managing and reporting on financial operations.
- Good knowledge of Mailchimp and Later/social scheduling tools, as well as mainstream design software e.g. InDesign and administrative packages including CRMs, Microsoft Office365 and Zoom.

Desirable

- Hold professional qualifications in the field of marketing.

Salary, benefits and working hours

The salary for this post is between £50,000 to £55,000 per annum dependent on skills and experience.

In addition, the post-holder will receive 25 days paid annual leave plus bank holidays and 2.5 'privilege' days. Employees are also offered the following benefits:

- **Membership of an Occupational Pension Scheme**
Alpha – a defined benefit occupational pension scheme (28.97%)
Partnership pension account - a stakeholder pension
- **Eye Tests**
- **Occupational Health Service**
- **Annual Flu Jab**
- **Employee Assistance Programme**
Services available 24/7 and 365 days per year to all employees
Free therapy service of up to six sessions per issue, per year (each session lasts 45-50 minutes)
- **First Aiders**
- **Access to Mental Health First Aiders**
- **Parental Leave**
- **Training and Development Opportunities**

For this post, the normal working week is a five-day week, Monday to Friday. The normal working day will be 09.00 to 17.00. However, flexibility will be required to work outside of normal working hours when necessary.

How to apply

Please complete the Application Form, and the Equal Opportunities Monitoring Form, following the links provided on our website. Please note the equal opportunities form is used for monitoring purposes only and does not form part of the selection process. Both forms should be emailed to recruitment@wallacecollection.org by midnight **14/12/2025**. Please note late applications or applications via a CV will not be considered.

Interviews for the role will take place on, **07/01/2026**. Candidates who have been shortlisted for interview will be contacted after the closing date. Due to the large number of applications we receive, it will not be possible to contact or give feedback to candidates who have not been shortlisted for interview.

Start date: As soon as possible

Appointment to the role is subject to a satisfactory Basic Disclosure check. The Wallace Collection is an equal opportunities employer and welcomes applications from all sections of the community.



