

Role Description – Museum Assistant (Marketing & Content)

Job title: Museum Assistant (Marketing & Content)

Grade/ Salary: £12.21ph

Location: The Armitt, Ambleside

Reporting to: Manager & Curator

Duration: Fixed term contract until March 2026 based on a minimum of 400 hours – on average 2/3 days a week; must cover weekday and weekend working including occasional evenings; likely to be extended beyond March 2026

About the Armitt

The Armitt was first established in 1912 by the will of Mary Louisa Armitt who wished to have a place for “students and booklovers” as well as a museum that showcases the history of Ambleside, both past and present.

Over its 100+ years, The Armitt has developed into a unique and quirky heritage venue that contains a variety of collections that tell the history and story of Ambleside, the surrounding landscape, and the people within it. Just some of the exciting items include Beatrix Potter’s fungi watercolours, artworks by Kurt Schwitters, Ambleside Roman Fort objects, and early 20th century photographs.

With a small, but growing, team of staff and volunteers, this role will engage with everyone and should be forward looking as The Armitt makes plans to extend its proactive reach into the future.

Job purpose:

The post of Museum Assistant (Marketing & Content) for The Armitt is an exciting opportunity to get involved in a burgeoning and developing cultural venue that sits in the heart of the Lake District. This role is crucial to ensuring we always deliver a great visitor service and experience every day for every person.

At the core of this role is making each visitor’s experience memorable for all the right reasons – providing a warm and friendly welcome, efficiently processing ticket and/or shop purchases, talking with visitors about the museum and its displays, and engaging in active discussions. The role also has a secondary focus to support with the marketing and content of The Armitt. This includes, but is not limited to, creating content for social media platforms, keeping the website up to date, liaising with other partners for shared marketing initiatives, creating digital content for exhibitions, and supporting publicity of the museum and library.

We are looking for someone with a positive, proactive, and “can-do” attitude, with behaviours that reflect the values of the organisation. The role also requires a flexible approach as you will be covering weekend work, with the occasional evening, and variable shift patterns which are provided on a monthly rota.

Main responsibilities:

- Deliver exceptional customer service by welcoming our visitors, answering their questions and generally helping them to make the most of their visit
- Practical visitor related tasks including selling tickets and shop products
- Present talks/tours to visitors
- Work with the Manager & Curator to keep all marketing and publicity channels active and engaging
- Act as a Duty Officer to ensure the building is safe and secure, understanding our emergency procedures and helping in any evacuation in the event of an emergency

Other

- Keep the inside and outside space of The Armitt presentable
- To work in accordance with the Health & Safety at Work Act as well as with all policies and procedures as set out by the organisation
- Undertake appropriate training as required and recommended
- Represent The Armitt and develop relationships with both internal and external individuals and stakeholders
- To carry out other reasonable duties required by the organisation

Person Specification – Museum Assistant (Marketing & Content)

| Role Title | Museum Assistant | |
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| Category | Essential | Desirable |
| Knowledge | Knowledge of customer service techniques | Have an understanding of The Armitt and its collections |
| | Knowledge of different visitor types and how to deal with their changing needs both onsite and online | A passion for history, culture, preservation and conservation |
| | An understanding of equality and diversity | Awareness of how to build and develop marketing content to attract different audiences |
| Skills | Ability and confidence to deal with customer enquiries | First Aid and Health & Safety training |
| | Excellent organisational abilities, be able to work under pressure, and know how to prioritise workload | |
| | Have a great eye for detail and be a good timekeeper | |
| | Excellent oral and written capabilities | Digital technology skills, including photography, filming and editing |
| Experience | Experience working in a front of house environment eg. retail | Experience of working in a heritage setting |
| | Experience of working in a team and with a wide range of people, understanding different needs and requirements | Experience of working with a Point of Sale system |
| | Experience with using and creating content for social media platforms, including Facebook, Instagram, X, TikTok | |
| Personal Qualities & Circumstances | Enthusiastic and friendly | Ability to travel to the primary location of work or tasks/meetings |
| | High levels of honesty, reliability, and professionalism | |
| | Ability to work with organisational policies and procedures, upholding them to high standards at all times | |
| | Flexible approach to working hours and duties | |

To apply for this role, please send your CV and a covering letter, detailing why you would suit this position, to Faye Morrissey at faye.morrissey@armitt.com.