



Job Description

Digital Marketing & Social Media Manager (Fixed-Term Cover)

M and H Media Ltd: museumsandheritage.com

Job title	Digital Marketing and Social Media Manager
Location	Remote / home working with attendance at our live events in London 11-13 May 2027.
Responsible to	Company Director
Salary	£35,000 per annum (FTE) depending on experience
Contract type	Fixed-term, one year, covering Maternity Leave. Suitable for an employment contract or a freelance/self-employed engagement. Three-month probationary period.
Start date	1 August 2026, or as soon as possible thereafter
End date	31 July 2027 or a date to be agreed within the month of August.
Hours	22.5 hours per week (3-day-week equivalent). Flexible arrangements welcome — see How to Apply.
Benefits (employment)	3% pension contribution. 25 days holiday (pro rata), plus bank holidays. Flexible working. Friendly, small team.
Closing Date & Interviews	Closing date: Sunday 19 July 2026 Interviews: w/c 27 July 2026

Note on contract type

This role is open to both employed and freelance/self-employed candidates. Freelancers should note that this is a sustained, embedded position working closely with the M+H team; it is not a project-by-project brief. The role will require in-person attendance at the M+H Show and Awards in London, 11–13 May 2027. For freelancers, a fixed annual retainer equivalent to the advertised salary range (c£35,000 pro rata for 22.5 hours per week) will apply, paid in monthly instalments. This structure is offered in lieu of a day rate to reflect the ongoing, committed nature of the engagement. IR35 status will be assessed prior to appointment.

About Us

M and H Media Ltd is a B2B publishing and events business operating in the cultural sector. Established 30 years ago, we run the sector's largest and most high-profile annual events: the Museums + Heritage (M+H) Show, the sector's leading trade exhibition, and the Museums + Heritage Awards, widely regarded as the "Oscars of the museums world".

We also publish Museums + Heritage Advisor, an online magazine, directory and information resource. Our audiences include professionals working in museums, galleries and heritage visitor attractions, as well as the companies and suppliers serving that market.

We are an equal opportunities employer and welcome applications from everyone.

About You and the Role

You will be creative, positive, flexible, enthusiastic and driven. Self-motivated but a true team player, you will have a proven track record in digital marketing and social media. As a key player in a small but perfectly formed team, your written and verbal communication skills must be top-notch and your can-do attitude infectious.

Your primary commercial objectives will be to maintain or increase entries to the Museums + Heritage Awards and visitor and exhibitor numbers at the M+H Show by using data, creativity and well-executed campaigns to ensure we maintain our upwards trajectory.

Key Responsibilities

1. Strategy & Planning

- Plan and implement a cohesive marketing and social media strategy aligned to M+H's commercial objectives
- Maintain a consistent brand voice and style across all channels and marketing activities
- Manage and enforce brand guidelines, and adhere to those of partners and clients
- Keep up to speed with developments in social media and digital marketing, and apply best practice proactively

2. Organic Social Media

- Manage all social media accounts: LinkedIn, Instagram, Facebook, Bluesky, YouTube and TikTok
- Create, schedule and publish content plans across all channels, including graphics and short-form video
- Design social media posts/graphics using Canva (or equivalent) and edit/create short video clips from footage recorded at this year's events
- Monitor mentions and reposts/shares where relevant; engage with audiences in a timely manner
- Drive entries to the M+H Awards through targeted content campaigns, quotes from previous winners, and sponsorship promotion
- Drive M+H Show attendance and exhibitor/sponsorship acquisition through scheduled content and campaigns
- Highlight M+H Advisor directory members (specialist supplier of the week; new member editorials) on Advisor's social channels
- Share content from shortlistees, winners, exhibitors and speakers regularly
- Announce new sponsors and partners and promote them across channels
- Work with the photographer and videographer at the Show and Awards to capture content for use throughout the year
- Live-post during the Show and Awards, including filming short clips of Award winners for Instagram
- Identify and engage with key influencers; join conversations around relevant sector topics

3. Paid Advertising

- Develop concepts, creative (image/video) and copy for paid campaigns targeting Award entries and Show visitors across Google Ads, Facebook and LinkedIn
- Build and manage audience targeting for each campaign
- Monitor and optimise campaigns in real time to maximise return on budget
- Set up and maintain website tracking via Google Tag Manager and Google Analytics
- Monitor comments and messages on paid social posts and respond promptly

. Website Management

- Manage all website updates across the Show, Awards, Advisor and Homepage sections (excluding editorial article updates)
- Design and manage in-house banner advertising across all four areas of the website
- Liaise with our web designers to identify and resolve website issues
- Coordinate with the Show registration supplier when updating the Show website and registration form
- Ensure event web pages are kept up to date and implement a schedule of user-focused content
- Manage all digital assets, ensuring they are saved and filed appropriately

6. Analytics & Reporting

- Produce a weekly social media report each Tuesday ahead of the team meeting, including year-on-year comparison figures
- Update social media performance metrics for directory paid-for editorials
- Produce a full marketing review after the Show and Awards, comparing performance year on year and make recommendations for the following year
- Gather and compile responses from the Show visitor survey into an Excel spreadsheet for year-on-year analysis
- Analyse data and use insights to evolve the marketing strategy and respond quickly to performance trends

7. Partnerships & Client Support

- Build strong relationships with clients, attendees and partners to deliver collaborative marketing campaigns that meet collective objectives
- Ensure all contractual marketing obligations to clients and partners are met
- Work closely with the Editor to grow the M+H Advisor readership and newsletter subscriber base
- Grow M+H's social followings and newsletter subscriber lists, with a particular focus on LinkedIn and Instagram
- Support exhibitors, sponsors, awards shortlistees, speakers and attendees to promote their attendance/participation at our events as well as directory members to share their listing.
- Coordinate social-sharing campaigns, using Gleanin, for Show attendees, exhibitors and speakers: design assets, set up campaigns, upload data and distribute personalised links
- Send exhibitors and sponsors their marketing materials pack (website badges, banners, Gleanin links, exhibitor profiles) in the lead-up to the Show
- Create and distribute co-branded marketing assets for Awards sponsors, including unique tracking links
- Send Award logos to shortlistees on request

8. Event Attendance

- In-person attendance at the Museums + Heritage Show and Awards in London from 11-13 May 2027 is a compulsory requirement of this role.

Person Specification

Essential Experience & Skills

- Proven digital marketing experience with a demonstrable track record of growing online audiences and driving commercial outcomes
- Copywriting experience, with the ability to adapt messaging for different audiences and channels
- Strong working knowledge of social media platforms including LinkedIn, Instagram, Facebook, Bluesky, YouTube and TikTok
- Hands-on experience of email marketing and web content updates
- Experience of planning, implementing and managing paid digital advertising (Google Ads, Facebook, LinkedIn)
- Solid knowledge of Google Analytics and Google Tag Manager
- Experience with social media scheduling and content planning tools (e.g. Loomly or similar)
- Proficient in design and video editing software: Adobe Creative Suite and/or Canva
- Understanding of GDPR and its implications for marketing and audience data management
- Experience of reporting on marketing campaign performance against KPIs
- Proficient in Microsoft Office (Outlook, Excel, Word, PowerPoint)
- Excellent verbal and written communication skills

Desirable

- Experience of marketing B2B events
- Experience with WordPress and Mailchimp
- Experience with Gleanin or similar social-sharing/advocacy platforms
- Familiarity with event registration systems
- Knowledge of the museums, galleries and heritage sector

Behaviours

- Self-motivated and confident, with the ability to manage a varied workload independently
- Solutions and results focused - you make things happen
- Planned and organised, maintaining excellence and integrity under pressure
- Creative with excellent attention to detail
- Team player - flexible, inclusive and supportive of others
- Innovative, agile and adaptable
- Curious and committed to staying current with digital marketing trends and best practice

How to Apply

We welcome applications from both employed candidates and freelancers/consultants but we are not seeking to work with an agency. Please note your preferred engagement type in your covering letter. Please, no enquiries from Recruitment Agents.

A note on hours and flexibility

The minimum requirement is 22.5 hours per week, with options to work across 3, 4 or 5 days. There is scope to work flexibly across the year - for example, reduced hours in summer with increased hours from March to May during our busiest events period. We are happy to discuss the right arrangement with the right candidate.

To apply, please send a covering letter telling us why you're the right fit for this role, together with your CV to:

Anna Preedy, Company Director anna@museumsandheritage.com

Closing date: Sunday 19 July 2026

Interviews: w/c 27 July 2026