

V&A East

Job Pack

V&A

Role Essentials



We particularly welcome applications from those living in our local boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest.

Role: Communications Manager, V&A East + Young V&A

Reporting to: Senior Communications Manager, V&A East + Young V&A

Team: Audiences, Digital + Experience

Contract: Permanent

Salary: £35,561 - £41,488 per annum

Hours: 36 hours per week, 9am-5.15pm Mon-Fri

Line Management of: Communications Assistant

Location(s): V&A East Storehouse, V&A East Museum, Young V&A



Who we are

The V&A is a family of museums dedicated to the power of creativity. Our mission is to champion design and creativity in all its forms, advance cultural knowledge, and inspire makers, creators and innovators everywhere. We share a 5,000-year-old story of creativity through exhibitions, events, educational programmes, digital experiences, conservation, research, and an ever-evolving national collection of over 2.8m objects spanning every creative discipline.

Find out more [here](#)

V&A East is dedicated to creative opportunity and its power to bring change. Two free cultural destinations – V&A East Storehouse and Museum – open up the V&A collection for all, celebrate making in all its forms and create new possibilities for everyone.

Young V&A is a museum sparking creativity now and for the future, with spaces to imagine, play and design. Created with 0-14-year-olds, it is a place for young people and grownups to be inspired by the power of creativity and discover the creative possibilities of our national collections.

The V&A's **Communications team** is responsible for building the V&A's brand through high-profile and creative PR campaigns, partnerships and initiatives that nurture audience relationships across the UK and globally, protect the V&A's reputation, and drive reach and revenue. The team is part of the V&A's **Audiences, Digital and Experience division**.



What we stand for

We strive to integrate **equality, diversity, and inclusion** consistently and naturally into all our activities.

We are proud to be an **open, tolerant, and diverse** organisation. We want to do more to welcome a broader audience and develop a more diverse workforce.

The V&A values are **Equity, Sustainability, Generosity, Collaboration and Creativity.**

Disability Confident

We are committed to guaranteeing an interview for applicants who identify as having a disability and meet the minimum criteria for the post. If you are applying under the scheme, the recruiting manager will be notified. If short-listed, we will ask you about any reasonable adjustments you need to participate in the next stage of the selection process.



Role summary

Working with the Senior Communications Manager, you'll develop + manage innovative PR campaigns for the V&A's family of sites. With a big focus on V&A East Museum and V&A East Storehouse, you'll play a pivotal role in shaping and delivering V&A East Museum's launch PR campaign, and first exhibition campaign, *The Music is Black: A British Story*. You'll also work on Young V&A in Bethnal Green and with colleagues in the Communications team working across the V&A's family of museums. Using audience insights and taking a creative and collaborative approach, you'll work seamlessly with the V&A's Comms, Marketing, Social Media, and Digital teams, and key stakeholders, to shape integrated campaigns that build our audiences and reputation, drive brand awareness and generate stand-out media coverage.

- **PR Strategy:** Develop and deliver PR/Communications strategies across the full spectrum of media, managing all aspects, leveraging partnership opportunities + sponsor relations.
- **Media Liaison / Network Development:** Continually develop + maintain excellent contacts across a broad spectrum of international, national and local media with focus on target audiences.
- **Stakeholder Management:** Develop relationships + liaise with key stakeholders to shape and implement PR initiatives, including East Bank partners, project stakeholders, donors, and sponsors. Manage appointed PR agencies, temporary staff/volunteers as required.
- **Line Management:** Line manage the Communications Assistant, overseeing + prioritising their workload, training, welfare and performance management.



Role summary

- **Event Management:** Oversee /coordinate a range of events, elevating campaigns, including press views, launches, photocalls, private views, activations + more.
- **Digital Comms + Influencer Engagement:** Contribute to social media strategies, including identifying opportunities for influencer engagement, partnerships, digital campaigns, content shares, cross-promotion with partners and media outlets, to support PR campaigns.
- **Broadcast/Filming:** Contribute to the delivery of the V&A's broadcast + content strategy, managing and supervising proactive and reactive filming opportunities at the V&A's east London sites.
- **Issues Management:** Support on crisis + issues communications including fielding media enquiries and advising on social media responses as required. As part of PR strategies, identify any areas of risk, develop reactive lines and Q&As, and organise media training for spokespeople.
- **Image Clearance:** Research + clear collection, loan, and exhibition images for press use, negotiating with external parties to secure the best possible outcome.
- **Campaign Analysis/Reporting:** Use audience data + insights to monitor and pivot campaigns + track effectiveness against KPIs.
- **Audience Strategy:** Be an ambassador for audience-led thinking, working collaboratively with colleagues across the V&A.



Who we are looking for

- Curious + culturally engaged, up to date with trends / developments in the communications, digital + cultural space.
- Positive problem-solver + passionate about arts, culture + using communications to engage new audiences.
- Experienced manager working in PR/Communications + delivering insights-led, high-impact PR campaigns and activations across print, digital + social media.
- A strong copywriter/storyteller with a high standard of written English
- Detailed knowledge of the media landscape + excellent media relations skills across arts, news, consumer + broadcast.
- Organised, results driven + confident communicator with interpersonal and consultative skills
- Ability to communicate, present, negotiate + influence.
- Some influencer engagement experience or brand/media partnerships experience.
- Understands the local context + V&A East's target audiences.
- Shares our values.



We are looking for someone with transferrable skills + experience in delivering high-impact PR campaigns + launches. Doesn't necessarily need a museum background.

What we can offer you

- **29** days of holiday + public holidays each year (pro rata if part time)
- **5.5%** employee pension contribution, **10%** employer pension contribution (*post-probation*)
- Life assurance scheme (to value of 4 x annual salary)
- Family-friendly policies e.g. enhanced maternity + paid carers leave
- An interest-free loan for a travelcard, bike, or for a deposit if you're renting (*post-probation*)
- Tickets to V&A exhibitions for you, your friends or family + 25% discount in V&A shops and cafes
- Free entrance to many major museums and exhibitions
- Exclusive access to My V&A Benefits – an on-the-go app for all your V&A benefits and discounts at all major retailers including Tesco, Sainsbury's, Odeon, ASOS, H&M and many more!
- Socials events, such as staff summer and Christmas parties
- Staff networks
- An Employee Assistance Programme – a free, confidential, and comprehensive set of services designed to provide support and a balanced and healthy working environment.
- Free sanitary products for all employees across our sites



What happens next

Apply here

<https://www.vam.ac.uk/vacancies>

Application tips

[How to write a winning museum job application](#) • [V&A Blog](#)

Application Deadline: 17:00 Sunday
29 June 2025

You will be emailed by our
Recruitment team usually 2-3 weeks
after the application deadline with an
update on your application.

Interviews: W/C 14 or 21 July 2025
Will include a formal panel interview
asking competency-based questions
and a task to complete in advance.

Potential Start Date: By August /
September 2025

Any Questions?

Contact our Recruitment team at
careers@vam.ac.uk





V&A East

Thank you

V&A

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