



British Motor Museum Head of Marketing & Communications

Candidate Pack
February 2026



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BRITISH 
MOTOR
 **MUSEUM**



CONTENTS

Section one - Introduction

- A welcome from the Chief Executive Officer

Section two - About us

- About us
- Organisation chart

Section three - Job description

- Role details
- Job purpose
- Main duties & responsibilities

Section four - Person Specification

- Knowledge, skills, experience and attributes required

Section five

- How to apply



LOTTERY FUNDED

1

Introduction

A welcome from the Chief Executive Officer

The British Motor Museum is a place where innovation, craftsmanship, and storytelling come alive. We are seeking a new Head of Marketing and Communications to help us tell these stories, building not only on the Museum's reputation but also on a commitment to inclusive and engaging experiences, connecting audiences with the joy, ingenuity, and the social history of British motoring in ever more playful and meaningful ways.

You will join The British Motor Industry Heritage Trust, who operate the British Motor Museum, at a pivotal point as we embark upon a number of ambitious plans, including a new strategic vision, which will shape our future.

This important new role will transform how the Museum communicates its purpose, impact and ambition, shaping a bold and integrated marketing and communications strategy that elevates the brand, grows audiences and strengthens commercial success while powerfully expressing our charitable mission.



As a key member of the Senior Leadership Team, and reporting directly to me, as the Trust's new CEO, we will work closely together on raising the Museum's profile, balancing visitor, commercial and charitable priorities. I am seeking a marketing and communications specialist who is agile in their approach, able to deliver both strategically and operationally, and to manage and mentor their own team.

If you are keen to play a central role in shaping one of the country's most ambitious and exceptional museums, then I welcome your application.

A handwritten signature in blue ink that reads "Peter".

Peter Armstrong
Chief Executive Officer

2

About us



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2

About Us

About us

The British Motor Industry Heritage Trust, an educational charity based at the British Motor Museum, is home to the largest collection of historic British cars and motor industry archive in the world. It includes a collection of over 450 vehicles, spanning 135 years of the modern, classic, vintage and veteran eras. The Museum is an Arts Council England National Portfolio Organisation as well as receiving Designated status for both the archive and collections, in recognition of their national and international significance.

The charity was established in 1983, with the Museum opening in 1993 (then known as Heritage Motor Centre). The Trust's role is to preserve and share the collection, tell the stories of the cars and the people that created them and inspire future generations.

Today, the two million items held in the Museum and archive tell a myriad of individual stories, revealing the history of those employed within the industry and the social impact of Britain's automotive manufacturing. Last year the Museum shared these stories with 200,000 visitors.

Supporting the Museum is the award-winning conference centre, with in-house catering and flexible spaces providing a unique venue for conferences, meetings, events, exhibitions, dinners and more. Current clients include automotive companies, large PLCs, national charities and international brands.

With over 150 permanent and casual staff and a team of over 100 volunteers, there is a wealth of knowledge and expertise at the Trust spanning a vast array of different disciplines – all working towards the Trust's mission to 'Collect, Conserve, Share and Inspire'.



2

About Us

Vision

The Trust aims to be one of the world's outstanding museums and the focal point of Britain's automotive history and culture.

Mission

Our mission is to;

- Collect and conserve motor vehicles, artefacts, recollections and archive material relating to the motor industry in Britain.
- Share this with local, national and international audiences for the benefit of our diverse nation and future generations.
- Inspire those audiences through the stories that interpret the role the automotive industry plays in social, cultural, technical, economic and environmental development in Britain. These are stories of people.

Strategic goals

Our strategic goals are;

- To broaden the engagement of the British Motor Museum by;
 - Ensuring diversity, equality and inclusivity are at the heart of the organisation; the British Motor Museum is a place for everyone.
 - Telling the stories of the people, places and products of the motor industry in Britain and its impact today and in the past.
 - Inspiring future generations through presentation and interpretation of past and future technology and innovation.
 - Ensuring the visitor experience is welcoming, engaging, fun, informative and memorable.
- To be recognised as the leading organisation for the display and preservation of collections from Britain's motor manufacturers.
- To develop the British Motor Museum's built environment into a world class venue with the addition of new Museum buildings and commercial developments.
- To attract 300,000 leisure and business visitors annually to the venue and Warwickshire.
- To have financial stability and resilience through further diversification of income.
- To recognise and understand our environmental impact and commit to continuous improvement of our sustainable environmental performance
- To continue to develop a culture of health and wellbeing where staff feel safe, supported and empowered.

2

About Us

How we are funded

We are an independent Museum with our funding coming from a wide variety of sources. The Trust generates revenue through charging for admission to the Museum, and the associated income via our Café and Retail operations. There is also our ongoing programme of shows and events and we also participate in the Gift Aid scheme. Much of our funding is generated as a result of the Museum's conferencing business, sales of heritage certificates and licensing our film and photo archive. As a charity, we are expanding our Fundraising activity and Membership programme and we also receive funding from Arts Council England as a National Portfolio Organisation.

Equality, diversity & inclusion

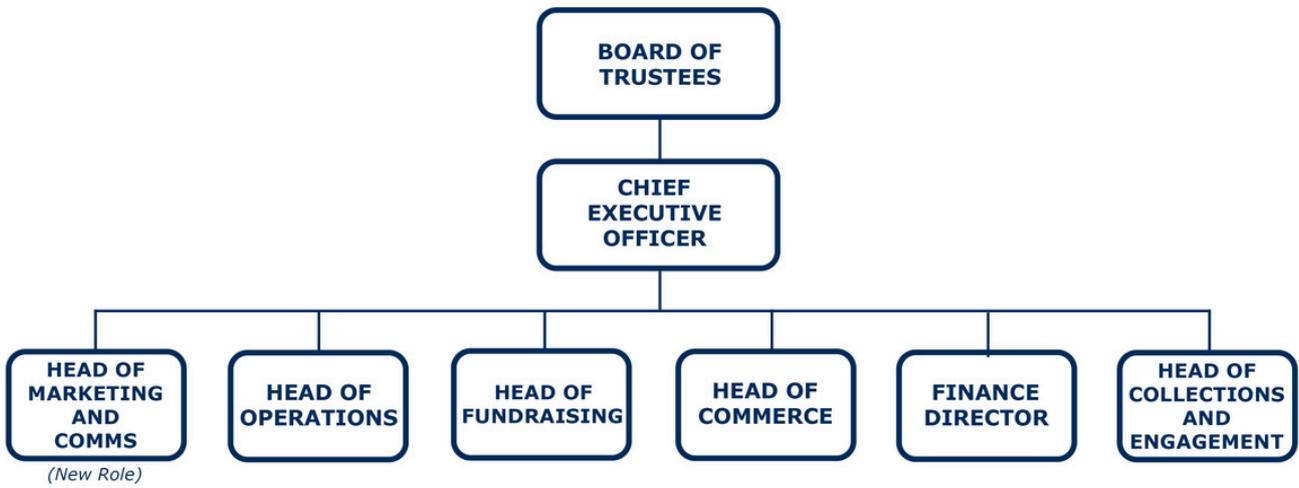
As an organisation the British Motor Industry Heritage Trust is committed to eliminating discrimination and encouraging diversity amongst our workforce. We welcome applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.



2

About Us

Current organisation chart



3

Role description



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3

Job description



Role details

Role title Head of Marketing & Communications

Salary £58,000 per annum

Location British Motor Museum, Gaydon, Warwickshire

Hours Full time, 37 hours per week

Benefits

- 26 days of annual leave per year, plus bank holidays
- Pension at 4% employee and 4% employer contributions
- Staff discounts in our gift shop and onsite café
- A number of free Museum tickets each year for friends and family
- Enhanced occupational sick leave and pay
- Enhanced family-friendly leave and pay
- Free parking on site
- Career development
- Ad hoc home working policy

Inclusion and diversity statement

As an organisation the British Motor Industry Heritage Trust is committed to eliminating discrimination and encouraging diversity amongst our workforce. We welcome applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

3

Job description



Role purpose

This exciting new role is at the heart of redefining how the British Motor Museum communicates its purpose, impact and ambitions. Reporting directly to the CEO, you will lead a proactive and future focused marketing and communications strategy that amplifies our brand, engages new audiences, and supports commercial development. You will help give a clear and compelling voice to our charitable mission, ensuring all activity reflects clarity of purpose, quality of execution and creative innovation.

As a key member of the Senior Leadership Team, you will work closely with the CEO to influence and deliver the Museum's long-term strategy. This is a rare opportunity to introduce new ways of thinking, refresh established approaches and bring creative, high impact ideas to life.

You will help devise and implement an integrated marketing and communications strategy that doesn't just hit metrics, but that shifts perception, ignites curiosity and deepens understanding of our aims, ambitions and impact. This is the chance to challenge, reinvent and elevate how we connect with our audiences.

Leading a small, focused internal team, you will significantly raise the Museum's profile nationally and internationally. Our organisation is multifaceted and you will need to balance and integrate our charitable, visitor and commercial priorities, with a confident command of social, digital and traditional platforms.

This will be a strategic and operational role and experience within the heritage or visitor attractions sector would be advantageous. This is a fantastic opportunity for a creative, forward-thinking marketing and communications professional to shape, innovate and implement at an important moment in our development. Your work will contribute directly to creating and positioning one of the world's most exceptional museums, celebrating Britain's automotive history and culture with renewed ambition, strategic focus and quality.

3

Job description



Main duties and responsibilities

Strategy and growth

- Build a team that delivers a dynamic and ambitious marketing and communications strategy and builds a brand, which aligns with the Museum's long-term goals across our commercial, visitor and charitable activities, ensuring balance, clarity and cohesion.
- Work closely with the CEO and Senior Leadership Team to turn strategic vision into creative action and measurable outcomes.
- Drive audience growth, engagement and brand profile, from visitors and conference clients, to supporters, members and donors.
- Build dashboards and monitoring frameworks that support evidence-based and insight-led reporting and strategic decision making, especially in relation to campaign performance and consumer behaviour.
- Cultivate and maintain relationships with regional, national, and sector-specific partners, including other museum and visitor attractions, tourism bodies, heritage organisations, and regional and community organisations, to enhance shared initiatives, broaden audience engagement, and support the Museum's strategic priorities.

Marketing and communications

- Own and develop the Museum's brand end-to-end, including voice, visual identity, story and experience, ensuring our commercial and charitable mission is clear, compelling and engaging.
- Develop the Museum's content output across social, digital, email and all owned channels, with a focus on acquiring new audiences and driving ticket sales revenue to meet income targets, ensuring our messaging is proactive, purposeful and high-quality.
- Lead proactive PR and media relations activity, developing compelling stories that highlight the Museum's collections, programmes, and community impact and build and maintain relationships with local, regional, and sector press to maximise positive coverage and strengthen the organisation's public profile.
- Manage any crisis communications, providing clear and timely guidance to senior leaders and stakeholders to protect organisational reputation during evolving situations.

3

Job description



- Set and maintain brand principles and guidelines that can be scaled without diluting.
- Commission and direct creatives (designers, videographers etc), bringing campaigns and content to life through bold ideas and innovative execution.
- Create compelling assets and communications for sponsorships, fundraising campaigns and strategic partnerships.
- Support the fundraising team in developing modern, impactful campaigns that bring our charitable mission to life.

Line management

- Develop, lead and mentor the Marketing and Communications team's capabilities, building a culture of curiosity, creativity and professional growth.
- Guide the team to deliver work that is high-quality, insight-driven and aligned to the Museum's strategic priorities.
- Manage agency partners to ensure excellence, value and a strong return on investment.

Senior leadership

- Play a proactive role on the Senior Leadership Team in helping to shape strategy, championing audience insight and ensuring marketing and communications are in support of organisational direction.
- Provide focus, clarity and creative leadership that supports the CEO and strengthens the Museum's charitable, commercial and cultural impact.
- Prepare, manage, and allocate budgets effectively.

Other duties

- Take responsibility for your own health, safety and welfare, ensuring compliance with Trust's Health and Safety policies, procedures and safe systems of work.
- Be responsible for your own behaviour and act in a manner that avoids and discourages any form of discrimination or harassment; to comply with the Trust's Equal Opportunities Policy.
- Undertake to familiarise yourself with the data protection procedures set down by the Company as a result of the General Data Protection Regulation.
- Actively and positively contribute to the success of the business in delivering your duties and any other business-related activities which may reasonably be requested.

4

Person
specification

Sports cars



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4

Person specification



Knowledge, skills, experience and attributes required

- Demonstrable experience leading and managing multi-channel marketing and communications across digital, social, print and experiential platforms, preferably gained within a visitor attraction, or visitor led environments such as hospitality, leisure or a visitor-led charitable organisation.
- Ability to lead, motivate and develop teams, fostering a positive, inclusive culture and enabling individuals to perform at their best.
- Strong understanding of visitor behaviour, audience segmentation and customer journeys, using insights to drive targeted campaigns.
- Confident at managing the balance between commercial performance, visitor experience and charitable messaging, with experience of supporting fundraising, engagement and charitable storytelling.
- Strong written communication skills, able to translate objectives into compelling narratives for internal and external audiences.
- Deep experience in building and evolving a brand, ensuring consistency of voice, identity and experience.
- Inspiring, empowering leader who builds trust, fosters creativity and drives high performance within a team environment.
- Ability to think long-term, translating organisational vision into a focused, actionable and balanced marketing and communications strategy.
- Highly skilled at cutting through the noise and prioritising competing demands and activities, making confident, evidence-based decisions even in fast-moving or pressured contexts.
- Demonstrates strong commercial awareness, understanding how marketing activity supports income generation, visitor growth and charitable objectives.
- Analytical and data-driven, able to utilise insights to shape decisions, measure success and drive improvements, as well as set and track KPIs and performance to guide activity and demonstrate ROI.
- Experienced in managing budgets, forecasting and resource allocation to ensure value for money and effective delivery.

5

How to apply



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6

How to apply



British Motor Museum is working exclusively with Charisma Charity Recruitment.

Applications should be submitted through the [Charisma website](#), and include:

- A comprehensive CV
- A supporting statement, explaining how you believe you match the requirements of the role and describing any potential conflicts of interest.

For an informal and confidential discussion about the role, please contact:

Katherine Anderson-Scott, Executive Director of Charisma Charity Recruitment on 01962 813300 or email info@charismarecruitment.co.uk

We welcome and encourage expressions of interest from people of all backgrounds. We do not discriminate on the basis of disability, race, colour, ethnicity, gender, religion, sexual orientation, age, veteran status or other category protected by law.

Closing date: Tuesday 10th March 2026

Interviews with British Motor Museum: 30th March onwards

Charisma vetting interviews must be completed by EOD on 19th March prior to longlist submission on the 20th March



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