



Together we make it V&A

V&A South Kensington
Communications Assistant

V&A

Department Communications

Principal Location V&A South Kensington

Hours 36 hours

Salary £24,617

Contract Fixed-term – Until September 2026





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**.

The V&A Communications team sits within the V&A's Audiences division, which brings together the V&A's brand, marketing, communications across all of the V&A's London sites. The V&A's Communications Department is responsible for building the V&A brand through high-profile PR campaigns and partnerships for the V&A's family of sites, that nurture audience relationships across the UK and globally, protect the V&A's reputation and drive reach and revenue.

About the role

Working with the Communications team, the role offers the chance to build knowledge and professional communications skills, and support the V&A's world-class exhibitions and FuturePlan programme across our family of museums with a particular focus on V&A South Kensington. The Communications Assistant plays an important role leading on administrative duties for the Comms team and acts as a liaison with colleagues in the wider division and across the museum.

1. Office management / Team Support: Leads on a range of administrative duties for the Comms team, including managing the press office inbox, issuing press releases via our online mailing system, managing the PR database, monitoring and distributing press cuttings and weekly internal reports, compiling end of project reports for sponsors, compiling and issuing a monthly listings press release to key journalists and contacts across print and digital, updating the press office website, liaising with suppliers, raising purchase orders, budget management and managing office subscriptions.

2. PR campaign support: Working alongside the team to help shape and deliver PR campaigns, research and clear imagery for press use, take notes and contribute to project meetings, develop research to define pitch ideas for campaigns, liaise with media e.g. issuing dedicated pitches to press, respond to image requests and manage access to V&A spokespeople for interviews. Lead on smaller projects and campaigns, presenting ideas to colleagues and stakeholders e.g. for festivals and events.

3. Digital communications, influencer engagement and social media: As part of PR campaign support, contribute to idea generation for the V&A's social media, helping identify opportunities for influencer engagement, partnerships, digital campaigns, content shares, cross-promotion with partners and media outlets, to create a rich and engaging digital content offer.

4. Event management: Support the team on the organisation of a range of events including press views and launches, private views, press trips, activations and photocalls.

5. Media landscape knowledge and network development: Develop an awareness of the UK and international media landscape, working with the team to maintain excellent contacts across a broad spectrum of media (print and online contacts, broadcast, and digital influencers).

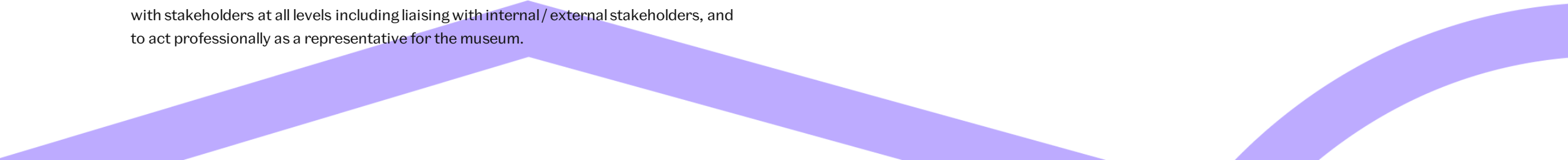
6. Broadcast/ filming: Contribute to the delivery of the V&A's broadcast and content strategy, supporting broadcast initiatives of all scales, including managing filming on site.

7. Image Clearance: Research and clear exhibition images for press use, negotiating with external parties to secure the best possible outcome for the V&A.

8. Campaign Analysis / Reporting: By working closely with Marketing as part of campaigns, develop an awareness of how audience data insight can inform campaigns and track their effectiveness. Monitor success metrics throughout your projects e.g. media coverage and ticket sales over the duration of a campaign, to share and build learnings for future activities.

9. Actively contribute to a positive team and wider office environment: Promote equality and diversity in all aspects of your work by developing and maintaining positive working relationships, ensuring that colleagues are treated fairly and with respect/dignity and actively contributing to developments that support the museum's strategy for widening access, inclusion and diversity. Be committed to health and safety and ensure familiarity with all the museum's health and safety policies and procedures. Be security conscious, ensure familiarity and co-operation with all museum security procedures and ensure you always wear your security pass when on museum premises.

What we're looking for

- Interest in the UK / international media landscape, news and contemporary culture and the latest trends in communications, digital comms and social media.
 - Desire to develop PR and communications skills, and an interest in the working in the cultural sector.
 - Culturally engaged, not solely in the museum world but culture in its broadest form whether it be music, fashion, the arts, design or more.
 - You will have the ability to write quality communications and documents in a succinct, clear and appealing manner that will enable you to communicate with a wide range of people.
 - Experience of communicating clearly, with the ability to adapt your communication style for different groups.
 - An excellent team player with a positive and flexible approach to sharing a team workload, happy to help others and support the aims of the department, commitment to working across the wider division and museum, to achieve long term goals.
 - Highly personable, able to build and maintain relationships quickly, confident speaking with stakeholders at all levels including liaising with internal / external stakeholders, and to act professionally as a representative for the museum.
 - A solutions-focused problem solver, demonstrating patience and diplomacy when dealing with any complex situations.
 - Excellent time management and administrative skills including familiarity using Excel, MS office / Teams, email and internet, and ability to use other tools as relevant for the role.
 - Demonstrates flexibility and the ability to manage multiple tasks.
 - Ability to work independently whilst also supporting the work of others.
 - Shares our Values of Sustainability, Equity, Creativity, Collaboration & Generosity.
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Why work here

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

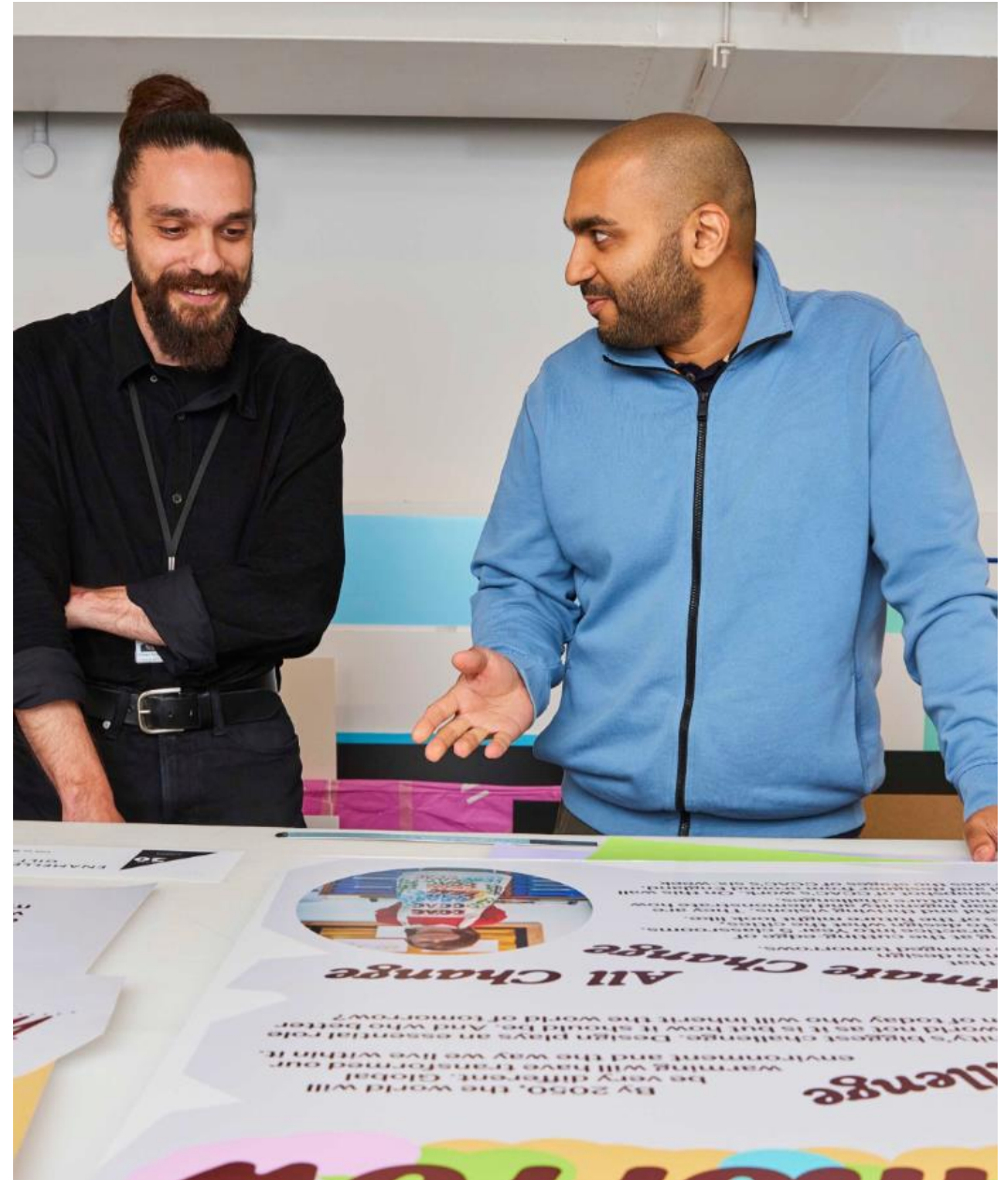
We are committed to guaranteeing an interview for applicants who declare they have a disability and meet the minimum criteria for the role.



What we offer you

We want to support you and your well-being throughout your employment journey, so we provide a competitive range of benefits such as:

- **29** days of holiday plus public holidays each year (pro-rata if you work part time)
- Competitive defined contribution pension scheme offering up to 10% contribution from the V&A
- Life Assurance of 4x your annual salary
- Family-friendly policies (for example, enhanced maternity and parental leave, paid carers leave)
- Interest free loans for your travel to work and rental deposits
- Cycle to work scheme
- Exclusive access to My V&A Benefits – an app bringing together all your V&A Benefits, retail discounts and wellbeing benefits on the go!
- Employee Assistance Programme – free and confidential services to support your wellbeing
- Complimentary tickets to V&A exhibitions for you, your friends or family
- 25% discount in all our V&A shops and on site cafés
- Free entrance to many other major museums and exhibitions



What next

Apply here vam.ac.uk/vacancies

Application Deadline 19th February 2025

We operate anonymous shortlisting at the V&A. This means that the manager cannot see your name, contact information, or equality data when shortlisting your application.

We are a Disability Confident Employer offering guaranteed interviews to those who declare their disability and meet the job criteria under the Disability Confident Scheme.

Interview/Assessment days 27th and 28th February 2025

Potential Start Date March 2025

Any Questions?

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



Thank you

Together we make it V&A

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