

# MUSEUM OF THE HOME

## Freelance Web Content Producer Museum Website Redevelopment

**Duration:** 6 months with a possibility of extension

**Start date:** w/c 2 Dec 2024 (flexible)

**Salary:** £325 per day

**Working hours:** 2 days per week on average

**Location:** Hybrid/Flexible, with some required days in-person at Museum of the Home, London E2 8EA.

### About Us:

At Museum of the Home we reveal stories of home life, past, present and future to spark empathy, debate and understanding. Our work is driven by the understanding that home is universally relevant but deeply personal and that everyone should be able to relate to content in the Museum - in both our physical and digital spaces.

Our galleries reveal objects, artworks, images and personal testimonies to encourage and challenge different ways of thinking about domestic life today.

No other museum in the country specialises in this particular aspect of our national heritage. Since our reopening in 2021 as Museum of the Home (formerly known as the Geffrye Museum) our vision has been to inspire everyone to explore the meaning of home through our exhibitions, displays, programming and online content.

The website will contain information that applies to a variety of different audiences. Visitor numbers, both at the physical Museum site and across our digital platforms, have been

Museum of the Home  
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[museumofthehome.org.uk](http://museumofthehome.org.uk)  
[@museumofthehome](https://www.instagram.com/museumofthehome)

Charity registration number 803052  
Company registration number 2476642  
Registered in England

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growing to exceed preclosure levels, and there have been some key areas of engagement, notably with audiences aged 21 to 30, families with young children, and East and Southeast Asian audiences.

Since mid-2024, we have been in the process of redesigning our website and now require the support of a skilled freelance web content producer to lead the redevelopment of our digital content.

## **Role Overview:**

We are seeking a Freelance Web Content Producer, to oversee the migration, reinterpretation, and creation of content for our new website. The role involves working closely with our Communications Team to ensure that existing content is archived or polished, and that new content—ranging from copy to video—is produced to enrich the user experience and meet accessibility and SEO best practice.

## **Closing date**

Apply by 5pm on Wednesday 20 November 2024

## **Interviews**

Interviews will be held during w/c 25 November

## **Responsibilities:**

### *1. Content Archiving & Reinterpretation:*

- Review and assess existing website content for relevance and accuracy.
- Polish and update existing copy to align with the new website's tone, voice, and structure, following content design best practices.
- Ensure all reinterpreted content is optimised for SEO, including meta tags, headings, and keywords to improve search engine visibility and accessibility.

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- Archive outdated content while ensuring information is preserved in line with the museum's mission.

## *2. Content Creation:*

- Develop fresh, engaging copy shaped to audience and user journeys for the new website, including exhibitions and event copy, landing pages, and Museum of the Home specific content in line with content design principles for readability and user experience.
- Ensure that all new content is optimised for SEO, using best practices in keyword research, internal linking, and formatting to improve discoverability.
- Work with the Head of Communications, Digital Content Officer and Marketing Officer to ensure that the structure and hierarchy of new content enhances the user experience and supports the overall design of the website.
- As needed - collaborate with audio/video producers to create content that complements written content, commissioning support if required.

## *3. Project Coordination:*

- Collaborate with our team, website agency and freelancers to ensure content aligns with the new website's structure and goals.
- Liaise with stakeholders to gather feedback on content drafts and ensure alignment with the museum's voice.
- Maintain a content calendar and ensure timely delivery of all project milestones.

## **About you - Requirements:**

- Proven experience in website content management, particularly in the cultural or museums & heritage sectors.
- Strong demonstrable copywriting, editing, and content design skills.
- Familiarity with SEO best practices for web content.

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- Ability to manage content migration processes, including archiving and repurposing.
- Experience collaborating with designers, digital teams, and video producers.
- Excellent project management skills and attention to detail.
- Knowledge or interest in history, domestic spaces, or related fields is a plus.

## How to Apply

1. Complete the online form (Google Forms) outlining how you meet the skills and experience we need.
2. Upload an up-to-date CV
3. Upload a portfolio of relevant works and/or examples of similar projects where possible.

Please ensure you submit an example of your writing and any other *relevant* forms of content. Online portfolios or websites are welcome for providing specific examples of your work.

## [APPLY HERE](#)

If you have any questions about the role or the application process, or if you'd like to access the role specification in an alternative format, please email [lip@museumofthehome.org.uk](mailto:lip@museumofthehome.org.uk)

Due to team capacity, if we do not contact you 1 week before the interview date then your application has been unsuccessful.