

**Assistant Director (Public Programmes)**



**National Army Museum**

National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

Public Programmes Division

Assistant Director (Public Programmes) Post No: NAM 062

**Scope**

The post-holder is responsible for leading on all Public Programmes and events; Learning and Education; Exhibitions and gallery displays; Interpretation; Digital Media and Community Participation and Engagement. The current scope of the Public Programmes Division includes the management of the following Departments/Functions:

1. Education
2. Exhibitions
3. Interpretation
4. Marketing & Communications
5. Website, online content and digital media

**Job Role**

Responsible for the strategic development and delivery of the Museum's public programmes, events and projects that support the Museum's business and strategic plans; specifically exhibitions, public programmes, digital media and learning activities to engage targeted and diverse audiences.

**Job Description**

1. The post-holder is responsible for:-

- (a) The planning, co-ordination, delivery, maintenance and evaluation of a comprehensive public programme including the interpretation and design of all Museum public access areas, exhibitions, events and outreach programme.
- (b) Developing, delivering, meeting, monitoring and reporting on agreed standards of performance and quantitative and qualitative targets, including Key Performance Indicators (KPIs).
- (c) Developing, delivering and sustaining an integrated public programme of exhibitions, public events, education and learning, and digital and online activities.
- (d) Overseeing the development of a learning strategy, co-ordinating all matters relating to access, education and communications so that the visiting public and all service users are provided with an informative and enjoyable experience.
- (e) Developing the Museum's interpretation strategies and activities as outlined in the Museum's Phase 1 bid submitted to the Heritage Lottery Fund (HLF). The post-holder is required to lead key teams as part of the development.
- (f) As a member of the HLF Project Board, a key part of this role will be the development and delivery of a Phase 2 HLF bid, which includes the delivery of the Museum's activity programme, leading on interpretation development and ensuring integration with the redevelopment of the building.
- (g) Oversight of the Museum's digital media and online programme and content, and the development of digital media to engage audiences and increase brand awareness.
- (h) Monitoring all Museum communication materials, in whatever medium, to ensure that the product complies with DDA and other legislation, and/or best practice that may be applicable.
- (i) Oversight of the Museum's Marketing & Communications Department in engaging with, and developing diverse audiences, and driving increased visitor figures.
- (j) Developing strategies and plans to develop and deliver community and audience participation and consultation.
- (k) Agreeing, setting and monitoring standards for all Museum Public Programmes activities through continuous monitoring and evaluation.

(l) Contributing to Museum-wide, divisional and departmental strategies and policy-making.

## 2. Resource Management

The post-holder is responsible for:

(a) Playing a full and effective part in the management of the Museum as a key member of the management team.

(b) The motivation, management and development of designated staff, contractors and volunteers, exercising a proper duty of care over them, and to meet all performance objectives set. The post-holder is responsible for the leadership of all staff within the Public Programmes Division, through designated line management where appropriate. The post-holder is responsible for the Departments of Education, Exhibitions and Marketing & Communications, for the Website and Online Content staff, Interpretation Manager, Activity Co-ordinator and for any other Departments or Functions assigned to the Division in the development or re-organisation of the Museum's services.

(c) Assist in the identification and delivery of appropriate training to staff within the Public Programmes Division.

(d) Building an effective framework for communication and team working across all Museum Divisions and Departments.

(e) Facilitating and co-ordinating change management.

## 3. Internal Relationships

(a) Working with the Management Team to develop Museum strategy, direction and smooth delivery of services.

(b) Working with Management Team members and other key staff to facilitate the operation of the Museum's independent trading arm, National Army Museum Trading Ltd (NAMTL).

(c) Develop and maintain effective internal relationships with all Museum Departments to ensure integration of the public programme and all other activities.

## 4. External Relationships and Partnerships

(a) Raising the Museum's public profile through the application of properly resourced policies in relation to advertising, public awareness, research into the Museum's user-base, and the interface with the Museum's Sponsor Department's Media organisation.

(b) The post-holder will be responsible for effective management of external contractors for projects.

## 5. Health & Safety

(a) The post-holder must be committed to good health and safety and access practice, ensuring familiarity and compliance by all members of the Division with Museum policies, procedures and guidelines and the health and safety of visitors, staff, volunteers and contractors at all times.

6. In addition, as a member of the Management Team, the post-holder is required to:-

(a) Act in every way so as to preserve the Museum's reputation and good name in all areas of its work and be fully committed to openness and transparency in all its dealings.

(b) Ensure that the Museum's Accounting and Financial procedures are strictly adhered to and embed a culture of control and financial discipline.

(c) Participate fully in the running of the National Army Museum for public benefit as a member of the Museum Management Team, which consists of the Assistant Directors under the chairmanship of the Director General, who is charged with carrying out the policies determined by the Council of the Museum (its governing body) within the terms of the Museum's Royal Charter.

(d) Support the Director General in her capacity as the Museum's Accounting Officer and to have due regard to mandatory guidance in Managing Public Money; likewise the requirements arising from the fact that the Museum is a Registered Charity, an Executive Non-Departmental Public Body, and a Museum registered with the Arts Council England (ACE); and any successor body; also to undertake such duties as are explicit, or implicit, in any Corporate or Strategic Plan, Management Statement & Financial Memorandum (MSFM), or Funding Agreement that is either in place, or may be agreed by Council with the MOD.

(e) Effectively manage delegated budgets and projects and be responsible for the proper exercise, as instructed, of any delegated financial powers, having express regard to the Director General's appointment as the Museum's Accounting Officer; especially to promote efficient and cost-effective methods of working to keep strictly within planned budget allocations, as set by the Management Team Finance Committee, of which the post-holder is a member. To play a full part in the generation of income, and to avoid breaches of financial regularity and propriety, the misapplication of funds, or waste of resources.

(f) Assist the Director General in any other way as required, having regard to the seniority of this post, especially by:

(i) Supporting and assisting the other Management Team members in discharging their duties;

(ii) Deputising for the Director General when that person is absent from the premises;

(iii) Critically assessing the demands placed upon the NAM and making recommendations accordingly.

- (iv) Playing a role in disciplinary proceedings and/or meetings that may be assigned, including acting as chairperson.
  - (g) Take due care to assess and manage risk, having regard to the NAM's Risk Management Policy; (Risk Management at the NAM: Matrix of Risks).
  - (h) Carry out his/her duties in accordance with the NAM's Equal Opportunities Policy.
  - (i) The post-holder will be required to visit and operate from National Army Museum outstations or locations where the Collection, or parts of the Collection, activity or other NAM property or services are held, or carried on, as and when necessary.
  - (j) Chair Museum committees, teams and working parties, as delegated by the Director General.
  - (k) Make presentations to the NAM Council (Trustees), the Director General, Management Team, members of staff and external stakeholders.
7. While the post-holder is expected to possess an extensive knowledge of the work of the Departments listed above, it is important that the Assistant Director (Public Programmes) has a proven facility for strict financial control, resource management, project management and problem-solving, as well as considerable organizational ability and a flair for inspiring all staff.
8. The appointment is permanent and pensionable (subject to a six-month probation period) and full-time, working 36 hours per week, 5 days out of 7. Additional evening and weekend working may be required. The salary is £61,393pa inclusive of Recruitment and Retention Allowance. The post-holder is required to give three months notice in resigning.
9. The appointment will be subject to a security clearance through Disclosure Scotland.
10. This job description sets out the key responsibilities and tasks of the post and is not exhaustive. It may alter with the changing needs of the Museum. This job description may be reviewed and updated annually.
11. The National Army Museum is an equal opportunities employer.
12. The National Army Museum operates a no smoking policy.

Janice Murray, Director General April 2013  
National Army Museum

<b>Location:</b>	Chelsea
<b>Category:</b>	Senior management
<b>Duration:</b>	
<b>Type of Contract:</b>	Permanent
<b>Hours:</b>	Full Time
added: April 24, 2013	deadline: May 24, 2013

More information: <http://www.nam.ac.uk/vacancies>