

National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

Enterprise Division

Post: Head of Programmes

Post No: NAM 176

Reports to: Assistant Director (Enterprise)

Job Role

A key role in the enterprise division, the Head of Programmes is responsible for the strategic development and delivery of a vibrant, engaging and dynamic programme, which aligns to the Museum's strategic objectives and puts audiences at the centre of its development.

Responsible to the Assistant Director (Enterprise) the post-holder will implement strategies and ensure coordination of the Museum's programme, which ultimately extends the reach, reputation and revenue of the organisation and drives footfall both physically and digitally.

Drawing on the Museum's collections, stories, the attributes of Our Army and connecting with our network of historians, publishers and associations, the post-holder is responsible for the integration of the physical and digital events programme for the Museum, its membership scheme, Chelsea Heritage Quarter and the annual Chelsea History Festival.

Working collaboratively with colleagues in Learning, Research, Collections and Exhibitions as well as with external partners, the Head of Programmes will deliver a world-class annual programme which builds reputation and connects the public with our shared history and heritage.

1. Job Description

The post-holder is accountable for the following key deliverables and outcomes:

Public Programme

- (a) Delivering and developing the Museum's public programme ensuring it is audience focussed. Using visitor research and insights to produce a balanced programme which meets visitor needs and is both physically and intellectually accessible and inspiring as possible.
- (b) Ensuring that the programme is coherent and co-ordinated. Inspired by the Museum's collections and the story of Our Army and informed by the Museum's galleries, collections and annual business plan. Connecting the public with our shared history and heritage.

- (c) Developing, piloting and delivering projects with the the aim of evolving and expanding the Musuem's programme offer which attracts new audiences, retains existing audiences and showcases our research.
- (d) Developing links and sustained partnerships with local stakeholders including heritage and cultural organisations, universities, colleges, business and potential national and international partners in order to develop new initiatives that will have benefit.
- (e) Working closely with the Research Director on linked programmes of work in support of the National Army Museum Institute.

Membership

- (f) Developing the National Army Museum membership scheme strategy in order to engage and retain the existing membership whilsy also creating a compelling offer to attract new members and grow the membership pool.
- (g) Ensuring that each member receives a high standard of service, working with colleagues in the Technical Services team to review and improve systems and ensure the membership database is kept up-to-date and accurate.
- (h) Agreeing the annual members programme and ensure it is embedded and co-ordinated with the wider public programme offer and the Patron's events programme.
- (i) Woringk with Research Director and Head of Communications and Campaigns to actively contribute to the members magazine Muster.
- (j) Chair the Members Advisory Panel.

Chelsea History Festival

- (k) Responsible for the creation, development and production of the overall programme for the annual Chelsea History Festival. Ensuring that the programme is stimulating, fun, balanced and accessible and reflects the mission and purpose laid out by the founding partners and wider consortium members.
- (l) Ensuring that the festival programme is embedded and co-ordinated with the wider programme offer.
- (m) Securing partner organisations to widen the reach of the festival and working with colleagues at these locations to ensure operational delivery of the festival programme.
- (n) Working with the Head of Communications and Camapigns and third party suppliers to create central proposition, key messages and content in order to promote the festival to the widest possible audience.

- (o) Identifying, commissioning and supervising guest curator(s) for the festival, ensuring that the programme produced is in line with festival aims and objectives.

Events and Networking

- (p) Acting as an advocate and ambassador for the National Army Museum and The Chelsea History Festival.
- (q) Representing the Museum at agreed external events, ensuring that the Museum's work in the promotion of the history of Our Army is promulgated nationally and internationally.
- (r) Networking and proactively developing and managing relationships with a diverse range of NAM stakeholders, advocates and influencers.

2. Resource Management

- (a) Responsible for the motivation, management and training of designated Museum staff, contractors and volunteers, exercising a proper duty of care over them. The post-holder has direct line-management responsibilities for the Public Programmes Producer, Public Programmes Assistant and the Membership and Public Programme Support.
- (b) Leading, managing, motivating and developing the team to ensure the highest levels of performance in their respective areas of responsibility, establishing an integrated and customer-focused programmes team.
- (c) Setting clear performance targets and maximise the contribution of staff and volunteers through maintaining a culture of learning and development.
- (d) Producing and monitoring budgets for the department and its projects, allocating and managing the budgets within agreed resources to ensure that projects are delivered on time and on budget.
- (e) Managing budgets and resources to achieve best value and ensure the delivery of all financial, service and project performance targets.
- (f) Appointing and managing contractors and the procurement of suppliers, including writing tender documents.
- (g) Participating as an active and responsible member of the Enterprise Division and contributing to the development of the Museum's policies, strategies, business and operational plans, ensuring they are efficiently delivered and that resources are used appropriately.

3. Internal Relationships

- (a) The post-holder will need to work closely with all colleagues across the Museum but particularly: Assistant Director (Enterprise), Learning Department, Exhibitions Manager, Communications and Campaigns Department, Web Team, Collections Division and the Operations Division.
- (b) The post-holder will be required to liaise as appropriate with wider Museum staff, Senior Leadership Team, supporters and partners.

4. External Relationships and Partnerships

- (a) Establishing and maintaining a wide range of external relationships, particularly with key stakeholders including the Army, Royal Hospital Chelsea and Chelsea Physic Garden.

5. Health & Safety

- (a) Be committed to good health and safety and access practice, ensuring familiarity and compliance with Museum policies, procedures and guidelines and the health and safety of visitors, staff, volunteers and contractors at all times.

6. In addition, 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) Play a full part in the generation of income as required and to avoid breaches of financial regularity and propriety, the misapplication of funds or waste of resources. 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'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 Senior Leadership Team.
- (d) Take due care to assess and manage risk, having regard to the Museum's Risk Management Policy; (*Risk Management at the National Army Museum: Matrix of Risks*).
- (e) Carry out his/her duties in accordance with the Museum's Equal Opportunities Policy.

- (f) Travel to and work from the National Army Museum's outstations or locations where the Collection, or parts of the Collection, or other Museum property or services are held, or carried on, as and when necessary. UK and some foreign travel may be required. Travel to contractor offices may be required.
 - (g) The post-holder will be based at the Museum in Chelsea.
 - (h) The post-holder must co-operate fully with the Management of the Museum in pursuance of the Museum's aims, as set out in its Royal Charter, and to enhance the Museum's standing and reputation through its contacts with the public and the media. This will include membership of various development and other teams set up from time-to-time and reporting to the Director and Senior Leadership Team.
 - (i) Chair Museum committees, teams and working parties, as delegated by the Assistant Director (Enterprise) and represent the Museum on external committees, as required.
 - (j) Support presentations to the National Army Museum Council (Trustees), the Senior Leadership Team and members of staff as requested.
7. The appointment is permanent (subject to a six-month probation period) and pensionable, working 37 hours per week (net), 5 days out of 7. Additional evening and weekend working may be required. The salary is £44,500pa inclusive. The post-holder is required to give a minimum of three months' notice in resigning.
 8. The appointment will be subject to a security clearance.
 9. 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.
 10. The National Army Museum is a equal opportunities employer.

Justin Maciejewski, Director
National Army Museum

July 2022

Signature: Date: