

**Job Description**

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| **Job Title**: Head of Public Engagement  **Reporting To:** Chief Executive (CEO)  **Responsible For:** Volunteers Manager  Learning Manager  YCM Interpretation and Content Manager  Exhibitions Programming Officer  **Pay**: YMT SCP 53-56 £50,712 - £54,150 per annum  **Contract:** Permanent, 37 hours per week |
| **Main Purpose of the Job**  Ensure accessible, engaging, high quality content across YMT  Develop and deliver a strategic approach to YMT’s formal and informal learning offer, community engagement and public offer, including exhibitions and displays  Work with colleagues across the Trust to maximise public engagement of all kinds in line with the Trust strategy and vision  Act as client for key capital projects related to public engagement including major redevelopments of venues such as York Castle Museum |
| **Core Responsibilities**  Lead and co-ordinate the work of teams involved in community work, learning, volunteering and engagement  Lead and co-ordinate the work of teams involved in creative content development for high quality and engaging exhibitions, displays and capital projects  Lead and deliver a strategic and growing programme of public engagement activities including exhibitions and events targeted at specific audiences  Project Director responsible for the development and delivery of a masterplan and major capital project at York Castle Museum leading the vision for content including themes, issues, subjects and stories and their physical manifestations in a transformed visitor experience  **Strategy**  Integrate YMT’s successful volunteers programme and function with learning, curatorial, exhibitions and community development so that YMT has a strategic approach to public and community engagement.  Work across the organisation to deliver a strategic programme of community partnerships that have a high impact and are co-ordinated with other work across the Trust and in the city of York.  Develop appropriate policies and strategies to ensure a coherent approach to the delivery of learning, exhibitions and community activities.  Liaise with colleagues in Communications and across the Senior Management Team, on the implementation of YMT Audience Development Plans ensuring they are in line with YMT plans as well as Arts Council England (ACE) and HLF requirements.  Lead YMT’s Programming Group engaging colleagues to ensure a strategic balance between income generation and audience development, engagement and creative innovation  Ensure YMT delivers on ACE’s Creative Case for Diversity  Lead capital masterplan and working closely with Head of Finance and Corporate Services, develop capital programme for YMT  **Management**  Lead and develop the learning, volunteers and exhibitions programming teams.  Lead staff delivering exhibitions and community engagement both in the Public Engagement team and across the organisation through project teams.  As Project Director for York Castle Museum’s Capital Project lead the vision and content of the project including management of staff teams as well as Masterplanners, Design Team and external consultants as appropriate  Allocate and manage exhibitions, learning, volunteers and other delegated budgets  Oversee the allocation of technical, installation and curatorial support when appropriate.  Ensure key deadlines for marketing, design and external partners are met by relevant teams.  Undertake risk assessments where appropriate, liaising with YMT Health and Safety Advisor.  **Advocacy and Relationship management**  Lead YMT’s Cultural commissioning partnership delivering better health and wellbeing through arts and heritage in the city  Represent YMT to external partners and community organisations managing partnerships effectively and developing long-term relationships.  Develop and maintain local, regional, national and international partnerships to deliver the highest quality exhibitions and events in York and to develop touring opportunities  **Capital projects and permanent galleries**  Work collaboratively to design and deliver a transformational capital development project at York Castle Museum that builds audience engagement, improves interpretation and understanding of the site and collections for visitors and local residents alike  Agree and co-ordinate project management responsibilities and reporting lines, budgets and timetables across YMT with Head of Finance and Corporate Services  Act as Project Director of York Castle Museum capital project, leading the planned redevelopment including content development, project requirements and delivery  **Audience Development, Exhibitions and Programming**  Lead YMT’s Programming group ensuring decisions deliver to YMT’s needs and strategy  Deliver increased audiences at all sites through a temporary exhibitions programme and ongoing marketable improvements to our permanent exhibitions. Ensure programme supports YMT’s ambitions to raise its profile as a destination across the North for innovation and excellence  Work collaboratively, especially with the Head of Visitor Experience and Head of Curatorial Services, to ensure the best interpretation and engagement possible for visitors to Trust sites  Ensure all agreed exhibitions deadlines and budgets are met, project managing as necessary, liaising with external contractors and ensuring adequate resource for delivery  Deliver public events that will raise YMT’s profile and bring visitors to York  Work with YMT digital team to continue to grow digital audiences and to deepen the experience and engagement of digital audiences online and in situ  Working with colleagues to develop YMT knowledge and understanding of existing and potential audiences, create an evaluation and research cycle to inform content development and programming activities  **Learning Activities**  Develop and deliver a strategic approach to YMT’s formal and informal learning offer ensuring good value for money for YMT and for audiences and schools  Oversee the delivery of an ongoing learning programme, and events formal and informal, including ongoing partnerships with HE and FE organisations locally  Input learning outcomes, narratives and suggestions for interpretation into wider projects including HLF and externally funded developments, working in collaboration with others  Oversee the delivery of learning programmes with measurable outcomes for participants and potential for progression routes for audiences  Lead delivery of activity plans for large externally funded projects incorporating them into the core learning programme to ensure prioritised delivery  **Community engagement**  Oversee the city-wide consortium delivering health and wellbeing activities commissioned by the city including management of key personnel and liaison with partners and the city  Deliver a community engagement programme that is strategic and co-ordinated across YMT venues and teams and maximise benefits for wider York engagement, target communities and those with protected characteristics  Lead and motivate the volunteers team, ensuring appropriate management and engagement of volunteers  Oversight of volunteers programme ensuring skills development for volunteers and engagement of volunteers team with wider communities  Working across a variety of audiences, deliver YMT’s Business Plan priorities and ACE, HLF and other funders’ priorities regarding audience engagement  To ensure that community engagement activities maximise use of Trust assets and deliver meaningful social or learning outcomes for participants  **Other Duties/ Responsibilities**  Deputise for CEO as required  Ensure safeguarding policies are in place and implemented for young people and vulnerable individuals  To promote and develop equality and diversity in line with YMT Equality Statement.  To deliver innovative activities that contribute strongly to Arts Council England’s Creative Case for Diversity  Other duties may be required from time to time which are consistent with the grading of this post |
| **Key Relationships**  CEO  Head of Finance, Strategy and Corporate Services  Head of Curatorial Services  Head of Visitor Experience  Head of Fundraising and Communications  Head of HR  IT and Digital Engagement Manager  Facilities Manager  Curatorial Teams  External project teams  Health and Safety Advisor |
| **Skills, Experience, Competencies and Behaviours**  **Essential**   * Degree/qualifications in fields related to learning or museums, AMA or FMA qualification * Substantial experience as a senior manager leading multi-disciplinary teams in a museum or heritage environment * Strong people management skills and experience leading direct reports and project teams. Commitment to Continuous Professional Development for self and others * Demonstrable leadership skills with ability to inspire managers, colleagues and staff to be creative, ambitious and constantly improving, and to empower teams through delegation, support and performance management * Ability to articulate a vision for projects that reflects YMT’s strategic needs and commitment to a visitor-focused approach to delivery * A strong communicator able to establish credibility and maintain relationships with colleagues, stakeholders and partners at all levels through effective and consistent communications via different media including presentation and interview * Proven experience managing stakeholder relationships including funders and community/ business partners * Experience planning, writing and delivering policies, strategies and reports * Strong analytical skills. Ability to use audience consultation and evaluation, research, income figures and visitor information to inform a range of proposals and decision making. A strong problem-solving approach and ability to apply logic and critical thinking to come up with new solutions to old problems * Significant demonstrable experience delivering content for temporary exhibitions and permanent large-scale exhibitions and expertise in museum and heritage interpretation. * Experience commissioning contractors, designers and artists * Proven ability to deliver major capital projects to time and budget with experience working on large scale capital projects * Outstanding project management skills, meticulously well organised, able to co-ordinate work packages and reliable * Experience submitting and delivering Heritage Lottery Funded capital projects * Understanding of learning practice and theory; learning and audience needs in arts, museums and heritage; of formal and informal learning sectors; and experience working with schools and HE and FE partners * Demonstrable experience engaging with communities and developing successful cultural participation and co-produced projects * Excellent organisation and planning skills managing self and others effectively to focus on priorities * Excellent financial management skills with proven ability to manage significant revenue and project budgets over £500,000 * Commitment to equality and diversity and an understanding of how this commitment applies to this role. Understanding of ACE’s Creative Case for Diversity. * IT Skills including competency with Microsoft Office products * Actively leading and promoting a safe working environment where the health, safety and wellbeing of visitors, staff, volunteers and contractors come first   **Desirable**   * YMT has a strategic commitment to increasing its digital skill base. The post holder should be able to demonstrate competence in one or more of the following areas:   Digital recording – e.g. photography, sound, video  Social networking – e.g. twitter, Facebook, Flickr   * Experience of leading large scale capital projects working with external Design Team professionals * Experience writing HLF Activity Plans * Fundraising experience * Project management qualification |



**Job Title: Head of Public Engagement**

**Terms and conditions of service**

Health

Prospective employees must be cleared by the Occupational Health Service as medically fit for employment by the Trust.

Probationary period

Appointments are subject to the successful completion of a six month probationary period.

Reporting line

This post reports to the Chief Executive.

Salary

YMT SCP 53-56 £50,712 - £54,150 per annum

Annual leave

The annual leave entitlement is 25 days per annum pro rata, increasing by five days after five years continuous service with the Trust, plus public holidays.

Pension

The Trust belongs to the Local Government Pension Scheme and all new employees with a contract longer than 3 months are enrolled. It is possible to opt out of the pension using forms available at www.nypf.org.uk.

Hours of work

The hours of work are 37 per week.

Period of notice

The period of written notice required for you to terminate this post is 3 months. The Trust will give you 3 months’ notice, increasing statutorily.