**Job description**

|  |  |
| --- | --- |
| **Job title:** | Head of Content and Public Engagement |
| **Department:** | Public Engagement, Communications, Collections and Curatorial Services | **Contract:** | Permanent  |
| **Reporting To:** | Chief Executive (CEO) | **Hours per week:** | 37 |

|  |
| --- |
| **1. Job purpose**Take overall responsibility for audience development ensuring YMT achieves agreed visitor targets. Oversee strategic direction for York Museums Trust’s Communications.Take overall responsibility for the development and delivery of YMT’s high quality public programme and formal learning offer ensuring that it actively drives visitor numbers, school visits, engages with communities and sustains YMT’s volunteer programme, Provide leadership that ensures YMT collections are cared for, developed, researched and used to maximise public benefit and long-term conservation for the City and future generations. Ensure that all sites retain museum accreditation and that collections are developed, managed and documented to appropriate Accreditation and YMT standards.Act as Client or Project Director for key capital project of the Collections Centre to relocate YMT stores into fewer, better sites.  |

|  |
| --- |
| **2. Dimensions****Budgets**To manage the following budgets in year, keeping within budget.Exhibitions: £315kLearning: £50k   Volunteer: £10kCuratorial and Collections: £70kCommunications: over £150kPotential capital budget for Collections centre and management: £1.2M**Line Management****Direct Reports:** Public Engagement ManagerSenior Curators – York Castle Museum, Yorkshire Museum, York Art GalleryExhibitions Programme ManagerCommunications and Marketing Manager**Indirect Reports:** c.20 staff**Role Impact*** Provides leadership and direction for public engagement, curatorial and collections, and communications work
* Lead delivery of collection and storage provision and rationalisation to the highest standards.
* Forging and maintaining strategic partnerships to deliver YMT’s priority ‘Improving York and York Museum Trust’s profiles through local, regional and international leadership, partnership and delivering on all the expectations of key stakeholders’
* Ensures good quality community engagement is undertaken in the work of YMT
* Ensures effective communication activities across the organisation including media relations, marketing and brand identity.
* Oversight of communications to attract existing and new audiences enabling the organisation to achieve its visitor number, diversity and income targets
* Ensures YMT’s Creative Case is met strongly and Equity Diversity and Inclusion are strong elements in programming and capital projects
* Ensures high quality content based on collections, innovation and research
* Responsible for creative reputation of YMT
* Ensure YMT retains its museum accreditation
* Motivates staff to deliver to required standards - benchmarking learning, working to collections standards etc.
* Ensures YMT meets Safeguarding requirements
 |

|  |
| --- |
| **3. Principal accountabilities****Core Responsibilities*** Provides leadership, direction and planning to deliver excellent, high profile programming in line with YMT vision and priorities
* To lead and co-ordinate the work of teams involved in exhibitions, creative programming, volunteering, community engagement, curatorial and collections management to produce coherent high-quality visitor focussed programmes that are greater than the sum of their parts, drive visitor numbers, engage audiences with our collections, showcase our curatorial research and knowledge, and meet our creative case for diversity
* To lead and co-ordinate the work of teams involved in creative content development to produce high quality and engaging exhibition and displays that build YMT’s reputation in excellence and are based on sound curatorial knowledge.
* Oversee a project to deliver a new store to provide appropriate storage for YMT collections and rationalise existing storage arrangements.
* Overall responsibility for maintenance of excellent curatorial and collections care, development and management standards.
* Oversee strategic direction for York Museums Trust’s Communications, marketing and audience development and the delivery of an Audience Development Plan
* Overall responsibility for access standards in YMT externally facing product
* Oversee the formal and informal learning programme and implementation of a revised schools offer that engages widely and deeply with pupils in a cost-effective model.

**Strategy*** To lead YMT’s Public Programme Board to shape a 3-5-year public programme that strategically balances income generation and audience development, engagement and creative innovation.
* Provide strategic direction to develop YMT’s community engagement and to refocus the remit of the Volunteer Team to incorporate community engagement work.
* To ensure partnerships programme is strategic in terms of target audiences, local, regional and national profile, delivers against ACE objectives and/or supports York’s Culture Strategy (York’s Creative Future) and the objectives of City of York Council.
* Develop strategies and policies to ensure YMT delivers on ACE’s Creative Case for Diversity
* To ensure a strategic approach to the work of curatorial staff including collections care and access, documentation and management, research, exhibition and display development including the development and timely review of all relevant collections policies including Acquisitions and Disposals Policies, Collections Management and Research policies.
* To lead the Communications team and liaise with colleagues in the Senior Leadership 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.

**Management*** Oversee preparation of the Public Engagement, Curatorial and Communications Team Plan setting out how the Business Plan will be achieved. Oversee the development of plans, setting targets, monitoring progress, and aligning individual objectives, that deliver YMT strategy.
* Review with relevant managers the Communications, Public Engagement and Curatorial Teams’ financial reports to ensure expenditure is on target.
* Review visitor feedback, visitor figures and other metrics to inform a thorough and up to date knowledge of the organisations performance to inform the development of the Public Programme, Schools programme, Volunteer and Community work, Curatorial and Collections work and Communications activities
* Contribute to a quarterly CEO report on current and future activity for the Board of Trustees for Public Engagement, Curatorial, Communications and Capital projects.
* Contribute to organisation-wide communication initiatives including Cascade and All Staff Briefings to support a culture of relevant and timely communication across YMT
* Enable and deliver good project management on all collections, communications and public engagement projects

**Advocacy and Relationship management*** To lead YMT’s work within the Cultural commissioning partnership delivering better health and wellbeing through arts and heritage in the city
* To represent YMT to external partners and community organisations managing partnerships effectively and developing long-term relationships.
* To develop and maintain local, regional, national and international partnerships to deliver the highest quality exhibitions and events in York and to develop touring opportunities
* To represent YMT to a diversity of communities and stakeholders as appropriate

**Capital projects and permanent galleries*** Act as Client or Project Director as agreed with the CEO for permanent gallery projects and displays as well as for the collections centre capital project.

**Audience Development, Exhibitions and Programming*** To oversee Public Programming activities ensuring high quality exhibitions, events and learning activities delivered by the team
* Lead strategic approach to audience development ensuring collaboration across departments and a focus on audience targets and evaluation
* To lead YMT’s Public Programming Board ensuring decisions deliver to YMT’s needs and strategy
* To deliver increased audiences at all sites and digitally through programming 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
* To ensure that Communications and Marketing support audience development hitting audience segment targets and income targets

 **Collections*** Oversee collections management and care
* Oversee major collections projects such as new collections storage and collections management priorities. Oversee the development of new museum stores, ensuring appropriate relocation, movement and documentation and to plan and manage the relocation and decant of collections associated with a new storage project and capital projects.
* Ensure a creative approach to collections management that engages communities and maximises opportunities for volunteers and others to develop skills
* Ensure that all sites retain museum accreditation and that collections are developed, managed and documented in line with YMT Vision and priorities
* Ensure that collections are well cared for through preventative care, improved storage, ongoing conservation work, environmental monitoring and emergency planning.

**Research and Content*** Work with colleagues to increase access to collections onsite, online and digitally to maximise the potential of the collection and through exhibitions, displays, interpretation and digital and physical access ensure that collections are a resource for learning, enjoyment and research.
* Ensure that interpretation, research and curatorial work is of a high quality, includes partnership working with external specialists and academics, embeds equality and diversity into practice and delivers against ACE’s Creative Case for Diversity.
* Oversee curatorial teams’ contribution to all aspects of public and community engagement, content, interpretation and research.

**Formal learning** * Oversee a review of the formal learning programme at each site and develop an approach to working with schools and HE and FE that is cost effective, impactful and broadens the depth and breadth of engagement with pupils and students
* Oversee the development of YMT’s partnership working with primary and secondary schools, HE and FE and the development of a teacher liaison committee to input into the development of the schools offer.

**Volunteer and Community engagement*** To oversee the development of the volunteering and community engagement programme that is strategic and co-ordinated across YMT venues and teams and maximises benefits for wider York resident’s engagement, target communities and those with protected characteristics
* To ensure that community engagement activities maximise use of Trust assets and deliver meaningful social or learning outcomes for participants

**Communication & Evaluation*** To ensure a strong communications and marketing strategy is produced and implemented reaching new and existing audiences
* With colleagues in HR, to ensure a strong internal communications strategy is produced and implemented across the organisation
* To oversee the research for and production of an Audience Development Plan which ensures the organisation engages more with targeted audience segments To ensure quality visitor research is undertaken and support the Communications Manager in the organisation of an ongoing programme of audience research
* To oversee all Digital Communications for the Trust (websites and social media) ensuring that the activity supports communication and marketing goals and maintains a consistent voice and tone to increase the organisations overall exposure

**Other Duties/ Responsibilities*** To deputise for CEO as required
* To 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.
* Support fundraising initiatives and donor development as required
* Act as advocate and ambassador for the Trust
* Other duties may be required from time to time which are consistent with the grading of this post
 |

|  |
| --- |
| **4. Key performance measures*** Public programming including exhibitions is in line with strategic priorities, drives visitor numbers and meets YMT’s creative case / EDI agenda
* Collections are appropriately cared for, used to engage the public widely and continue to develop in a strategic and creative way.
* Formal learning across YMT effective and efficient providing schools and groups with high quality learning opportunities
* YMT continues to develop excellent community partnerships and work collaboratively
* Visitor numbers and income targets met
* YMT profile as a destination for the North and as a beacon of quality and innovation in the museums sector as demonstrated by awards and reviews
 |

|  |
| --- |
| **5. Knowledge, skills, experience and behaviours****Knowledge*** Degree/qualifications in fields related to public programming, interpretation, collections, exhibitions, learning or museums
* Understanding of audience needs in arts, museums and heritage;
* Understanding of formal and informal learning sectors and practice
* Project management qualification
* Strong understanding of collections care issues including storage, environmental conditions and conservation challenges
* Robust understanding of documentation and digitisation issues and accreditation standards
* Robust understanding of digital engagement with collections and an understanding of the potential of digital to enhance collections access

**Skills*** Strong people management skills and experience leading direct reports and project teams.
* Ability to motivate staff
* 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
* 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
* Outstanding project management skills, meticulously well organised, able to co-ordinate work packages
* Excellent organisation and planning skills managing self and others effectively to focus on priorities
* Excellent financial management to manage significant revenue and project budgets

**Experience*** Substantial experience as a senior manager leading multi-disciplinary teams in a museum or heritage environment
* Proven experience managing stakeholder relationships including funders and community/ business partners
* Experience planning, writing and delivering policies, strategies and reports
* 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
* Experience leading capital projects working with external professionals, delivering to time and budget
* Experience working with schools and HE and FE partners
* Demonstrable experience engaging with communities and developing successful cultural participation and co-produced projects
* Experience of communications strategies and delivery to drive attraction marketing
* Experience of the use of audience evaluation to improve communications and programming to attract visitors
* Experience managing budgets of over £500,000

**Behaviours*** Commitment to Continuous Professional Development for self and others
* Inspiring managers, colleagues and staff to be creative, ambitious and constantly improving,
* Empowering teams through delegation, support and performance management
* Actively leading and promoting a safe working environment where the health, safety and wellbeing of visitors, staff, volunteers and contractors come first
* Commitment to and advocacy of equality, diversity, inclusion and anti-racism and understanding how these apply to the role
* Ability to work with a wide range of teams sharing information about team activities and creating internal buy in
* Respect for partners and willingness to negotiate and agree appropriate partnerships to benefit the wider organisation, communities and city
 |

|  |
| --- |
| **6. Key relationships**CEOSenior Leadership TeamIT and Digital Engagement ManagerPublic Engagement TeamCuratorial TeamsHealth and Safety AdvisorCultural Commissioning Partnership membersCommunity organisationNorth Yorkshire and city of York cultural education partnerships and their representative organisationsFriends of York Art GalleryYorkshire Philosophical SocietyCreative partners [e.g. Mediale, Aesthetica] |

|  |
| --- |
| **7. Organisation chart** |