



People's History Museum

Recruitment information

Engagement Manager

March 2021



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Letter from the Director

This is an exciting opportunity to join People's History Museum (PHM) as a member of the Management Team leading the museum's unique and diverse engagement work. From innovative co-curated exhibitions to award winning Family Friendly programmes, the museum delivers high quality, inclusive and creative experiences for new and existing audiences. As the museum builds on its remarkable success and achievements to date and looks ahead, this role will help transform and shape an even stronger and more impactful organisation for the future.

In early 2020 the museum celebrated its tenth birthday in its current home (as well as marking thirty years in Manchester) and work started on a 2020-30 vision process to take the museum into its next decade and beyond. This role will work with the rest of the staff team, volunteers, stakeholders and others to continue work to deliver impact led engagement that changes lives.

The impact of Covid-19 has been significant for the museum, with challenges faced and opportunities realised. Enterprise activity is being reviewed and fundraising continues to be crucial to the museum's future; with a need for strong financial information and support to drive income as PHM responds to, and recovers from, the pandemic. Digital systems and processes have become even more important to engagement with the museum's visitors and learners, and the successful candidate for this role will drive digital change in their team in connection with PHM's organisation wide digital journey.

We're looking for an experienced manager who can hit the ground running and thrive in this diverse and innovative environment. You'll need to be a confident decision maker and a highly organised project and budget manager.

You will manage a skilled and creative team that includes engagement, learning, events and exhibitions staff. As part of this role, your priority will be to manage the development and delivery of a wide programme of impact led engagement, working with diverse audiences and communities.

You will work closely across the museum's Management Team to ensure PHM's engagement work is integrated with communications and marketing, audience development, digital, development, the visitor experience and operations.

We look forward to receiving your application.

Best wishes,

A handwritten signature in black ink that reads "K. Ashton". The signature is written in a cursive, slightly slanted style.

Katy Ashton
Director

About People's History Museum (PHM)

People's History Museum is the **national museum of democracy**, telling the story of its development in Britain: past, present, and future. The museum provides opportunities for all people to learn about, be inspired by and get involved in **ideas worth fighting for**; ideas such as equality, social justice, co-operation, and a fair world for all.

The museum currently welcomes a local, national and international audience (totalling 125,000 people each year pre-pandemic) as well as reaching people online through digital activities. We are keen to involve audiences and communities in all aspects of PHM's work and to use models of co-curation, collaboration and crowdsourcing when developing and delivering the museum's programmes. Engaging people directly in the work of the museum helps to build a passionate and committed audience who become supporters and advocates for PHM, while also ensuring PHM represents many different communities and is able to provide an inclusive space for their voices, their stories and their ideas.

Over the coming three years PHM's innovative programme led approach will be exploring some important subjects and issues relevant to us all today including migration (extended into 2021), disabled people's rights and activism (2022) and environmental activism.

PHM has an annual turnover of around £1.5 million, employs 36 members of staff and has a team of freelance staff, Community Programme Team members, and volunteers. PHM is funded by Arts Council England (ACE) as a National Portfolio Organisation (NPO) and by the Greater Manchester Combined Authority (GMCA) Culture and Social Impact Fund.

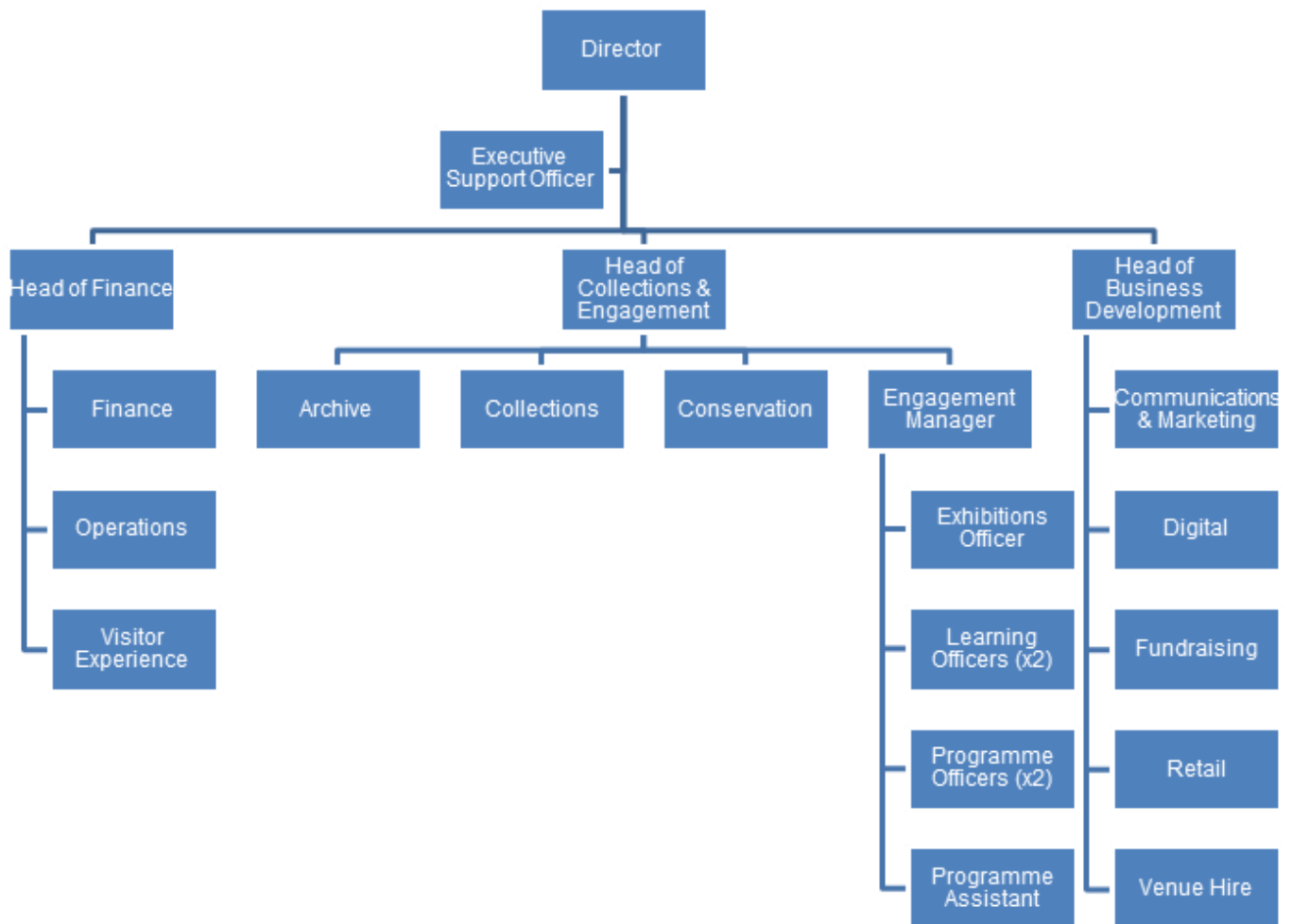
The museum is an independent museum, charitable trust and company limited by guarantee. The museum has a [Board of Trustees](#) as well as a Trading Company Board and an Audit and Risk Committee.

In early 2020 the museum celebrated its tenth birthday in its current home (as well as marking thirty years in Manchester) and work started on a 2020-2030 vision process to take the museum into its next decade and beyond. That work may have been interrupted by the Covid-19 pandemic, but the museum still has ambitious plans for the coming years; to scale up our work, to reach larger and more diverse audiences, to deliver on a national and international level, to push ourselves with digital technology and to achieve an even bigger impact for our audiences and communities through all that we do.

In 2021, PHM will continue to recover from and respond to the Covid-19 pandemic which will continue to have an impact on audience engagement, income streams and online engagement for some time. The museum has so far responded with resilience and with creativity; continuing to be committed to community collaboration and co-curation. Emergency funding and support has been crucial and there will continue to be a job to do in securing income in the short, medium and long term.

The museum team will look ahead to create shared business plans for 2021-2022 and 2022-2023 in the first half of 2021, as well as thinking about the bigger picture and a clear shared vision for the impact that PHM wants to make on the world. Download [PHM's 2018-2022 \(pre-pandemic\) Business Plan](#) and an [Impact Report](#) produced in February 2020 to mark PHM's tenth birthday in its current home.

PHM's structure



The Senior Leadership Team consists of the Director, Head of Business Development, Head of Collections & Engagement and Head of Finance, supported by the Executive Support Officer.

The Management Team consists of the Archive Manager, Communications & Marketing Manager, Conservation Manager, Network Manager and Engagement Manager.

Job description

Job Title:	Engagement Manager
Salary:	£26,511 (Grade 6)
Contract:	Two years (with extension likely, subject to funding)
Hours of work:	Full time (35 hours a week) with flexible working and consideration of part time hours or job share
Annual leave:	24 days plus bank holidays
Responsible to:	Head of Collections & Engagement
Responsible for:	Exhibitions Officer, Learning Officers x 2, Programme Officers x 2, Programme Assistant

Job purpose

PHM's new vision is of a fairer society where people's voices and actions make a difference. The Engagement Manager will be crucial in selecting the most appropriate and impactful physical and digital engagement tools, to share PHM's inspiring stories of activism and to inspire action. The Engagement Manager will provide strategic direction and operational oversight for the Engagement Team with development and delivery of engagement, learning, events and exhibitions programmes that are essential for the successful delivery of the museum's Business Plan.

PHM's engagement tools include but are not limited to onsite / online / hybrid exhibitions, previews, events, activities, resources, learning sessions, outreach, Family Friendly activities, festivals, podcasts, blogs and live streams.

Key responsibilities:

- To work with the Engagement Team and Head of Collections & Engagement to develop and deliver a programme of engagement which is audience and impact led
- To provide strategic direction, line management and support to the Engagement Team
- To plan and monitor the engagement budget to ensure effective use of resources
- To work closely with the Collections Officer, Archive Manager and Conservation Manager to plan collections work relating to engagement and public programmes
- To work closely with the Communications & Marketing Manager and PR partners to plan and maximise marketing and PR for engagement and public programmes
- To support the Head of Collections & Engagement in building strategic partnerships to enhance engagement programmes and delivery of Business Plan objectives
- To work closely with the Visitor Services & Buildings Officer and Development Officer (Venue Hire) to co-ordinate and plan onsite activities to ensure smooth operations
- To be a member of the acquisitions panel and identify new acquisitions relating to engagement and public programmes

- To ensure all PHM engagement programmes are evaluated, continuously improved and reported upon regularly to the Senior Leadership Team, Trustees and funders
- To ensure there is a strong impact and legacy from engagement programmes to ensure communities continue to build their relationships with the museum
- To ensure opportunities for income generation are identified, developed and maximised to support engagement programmes, including developing funding bids and managing enterprise activities (including ticketing)
- To manage and deliver externally funded projects, including monitoring and reporting for funders as required
- To embed and implement the Audience Engagement Plan and Digital Policy & Plan in all aspects of the museum's engagement programmes

Other duties:

- To take a lead with the development and implementation of safeguarding policies and procedures
- To perform all tasks in line with the museum's commitment to providing the widest possible audience access to its engagement opportunities and be a champion for diversity
- To keep up to date with developments in the museum and heritage sectors and ensure PHM embraces best practice in response to locally and nationally recognised initiatives
- To actively promote and be a spokesperson for PHM at local, national and international levels through maintaining links with relevant external organisations by attending meetings and conferences, and delivering talks and presentations
- To keep abreast of new technology, with a commitment to undertake and champion training
- To participate in social media activity (within the terms of the museum's Social Media Policy)
- To deputise for the Head of Collections & Engagement in appropriate areas
- To perform all tasks in line with the museum's Equal Opportunities, Environmental, and Health and Safety policies
- To contribute to PHM's CRM and DAMS systems as appropriate; performing all tasks in compliance with General Data Protection Regulation (GDPR) and Intellectual Property laws
- To undertake other duties as may be required which are commensurate with the level of responsibility of the post

Person specification – experience, knowledge and skills

We are looking for a candidate who can demonstrate experience, knowledge and skills across the following criteria with the opportunity for ongoing training and development to support the successful candidate once in post.

Experience

- Experience of developing and delivering public engagement activities and programmes (including onsite and online exhibitions, events, activities, resources, learning sessions, Family Friendly activities, festivals and podcasts etc)
- Experience of delivering impactful work in a museum, heritage organisation, charity or similar organisation
- Experience of evaluating work in a museum, heritage organisation, charity or similar organisation
- Experience of managing, supporting and developing staff
- Experience of managing projects including reporting to funders and stakeholders
- Experience managing budgets and financial information

Knowledge

- A sound knowledge of one or more areas of PHM's engagement and public programmes (including onsite / online / hybrid exhibitions, previews, events, activities, resources, learning sessions, outreach, Family Friendly activities, festivals, podcasts, blogs and live streams)

Skills and abilities:

- Strong organisation and project management skills
- Strong skills in using digital technology
- Ability to manage and motivate a team
- Ability to lead and make decisions
- Ability to devise strategy and deliver against strategy
- Ability to plan and control budgets in a cost effective manner
- Strong communication skills including assimilation of complex information to present to the public in an engaging way
- Strong collaboration and interpersonal skills

Circumstances:

- This is an initial two year contract with extension likely, subject to funding
- This is a full time appointment for 35 hours a week, with flexible working and consideration of part time hours or job share
- Some weekend or evening work will be required for which time off in lieu is given
- An annual leave entitlement of 24 days, plus bank holidays
- This appointment includes membership of the Greater Manchester Pension Fund
- The post requires willingness to work on both museum sites (the museum and collections store) and from home where necessary (all PHM staff are currently working from home due to national lockdown restrictions)
- A Disclosure and Barring Service (DBS) check is required for this post.

How to apply

For enquiries relating to the post, please contact Charlie Corkin, Executive Support Officer at charlie.corkin@phm.org.uk.

- Download the [application form](#) filling it in referring to the job description and person specification demonstrating how you fulfil the criteria
- Email completed application forms to charlie.corkin@phm.org.uk by 5.00pm on Tuesday 23 March 2021. Please get in touch if you require the application form in a different format.
- Interview date: Wednesday 31 March 2021 (may be online)

Please indicate on your application form if you are unable to make the interview date.

Diversity

As an equal opportunities employer, PHM prides itself on being a welcoming and inclusive organisation, committed to advancing equality and diversity in the broadest sense. We value the benefits that diverse perspectives bring to PHM's work for all people to learn about, be inspired by and get involved in ideas worth fighting for; ideas such as equality, social justice, co-operation, and a fair world for all.

We recognise the organisation currently under-represents people of colour, disabled people, and LGBTQ+ people and those with intersecting identities in our workforce; PHM are actively working to address this and encourage applications from these backgrounds. While the successful candidate will be selected purely on merit, in the event of a tie between two candidates with equal experience, we may select a candidate who helps PHM better represent the communities the museum serves.