



# People's History Museum



## **Recruitment information**

Head of Development

April 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 Senior Leadership Team with strategic responsibility for development activities which includes commercial income (retail, cafe, venue hire), enterprise, fundraising, communications and marketing. 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 2020-2030 vision process to take the museum into its next decade and beyond. This role will work with the rest of the museum's Senior Leadership team, the Board of Trustees, staff, volunteers, stakeholders and partners to continue work on this strategic programme from 2021 onwards.

The impact of Covid-19 has been significant for the museum with challenges faced and opportunities realised. The museum has been fortunate to receive emergency funding over the past year, including support from the Cultural Recovery Fund 2. Enterprise activity and fundraising continue to be crucial to the museum's future; with a need for strong skills and experience to drive income as PHM responds to, and recovers from, the pandemic. Digital systems and processes have become even more important and the successful candidate for this role will drive digital change in their team in connection with PHM's organisation wide digital journey.

With ambitious plans taking shape, PHM is looking for someone who is an excellent relationship builder, networker and communicator, helping PHM to secure income and support from diverse sources to enable the delivery of the museum's Business Plan aims and priorities. You will demonstrate strong leadership skills in team development, motivation, and communication, with strong income generation, fundraising and communications experience. You will also believe passionately in everything that PHM, the **national museum of democracy** stands for and the award winning work we deliver in collaboration with our communities, partners and audiences.

Working alongside the museum's Head of Collections & Engagement and Head of Finance, the Head of Development will ensure all services and teams are working effectively across the museum as part of a joined up approach. The person appointed will play a crucial role in helping to achieve the museum's vision to challenge inequality and apathy and inspire positive action through the inspiring stories of activism told at PHM.

We look forward to receiving your application.

Best wishes,

A handwritten signature in dark ink, appearing to read 'K. Ashton', written in a cursive 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) 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 is representative of 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 to 2023) 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. These two core funders provide a combined total of 50% of the museum's funding which is further supported by trust and foundation fundraising, individual giving, sponsorship and PHM's wholly owned subsidiary, the National Museum of Labour History Trading Company, which operates the running of the shop, cafe and venue hire service.

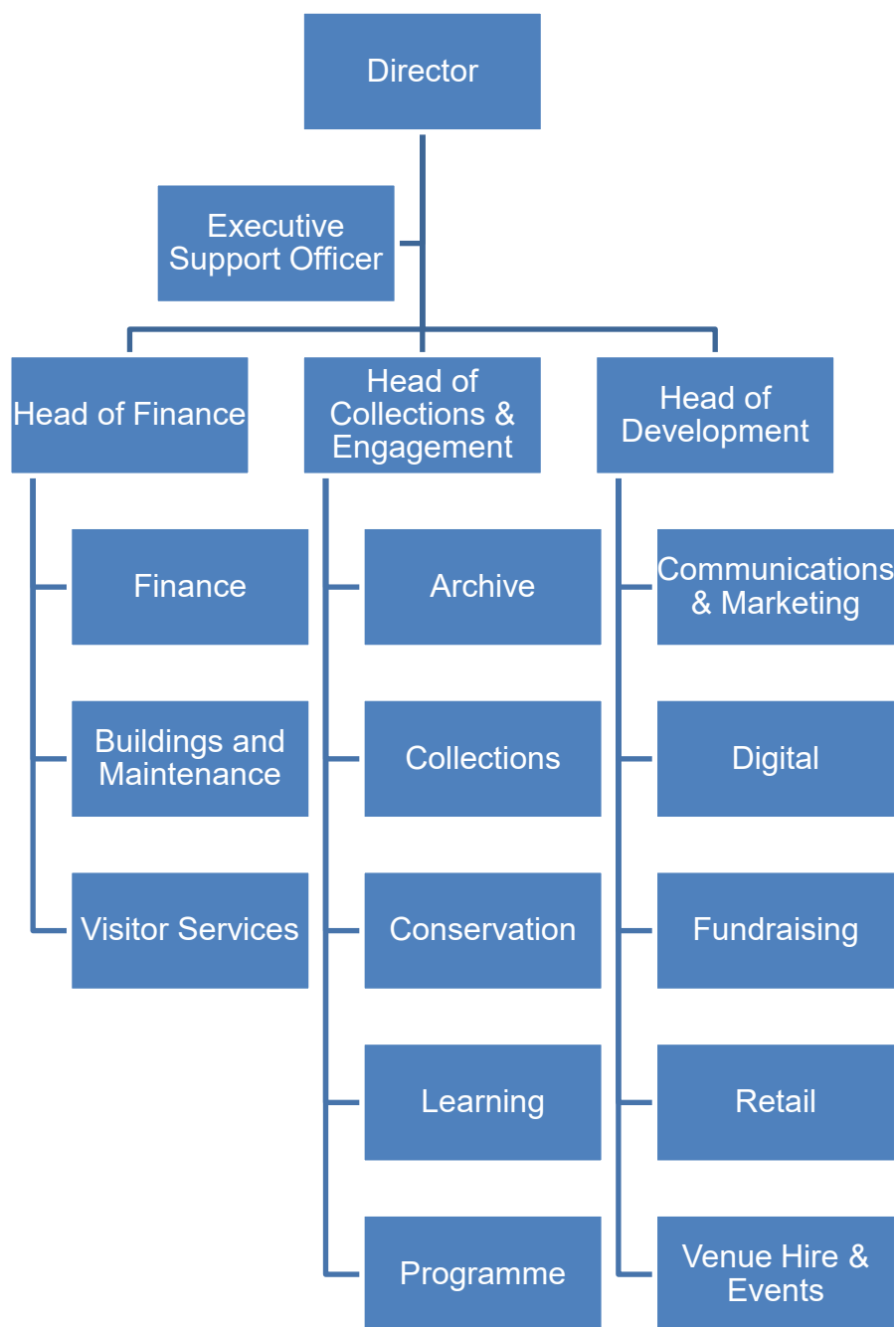
The museum is an independent museum, charitable trust and company limited by guarantee. The museum has a [Board of Trustees](#) as well as a Trading Company Board and an Audit and Risk Committee.

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 2018-2021\(pre-pandemic\) 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 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:

## Head of Development

**Salary:** £32,234 – £36,922 (Grade 7/8) (dependent on experience)

**Contract:** Permanent (following probationary period)

**Hours:** 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:** Director

**Responsible for:**

**Direct line management:** Communications & Marketing Manager, Network Manager, Business Development Officer, and Retail Assistant

**Wider team:** Communications & Marketing Officer, Business Development Assistant, and Digital Marketing & Fundraising Assistant

**Location:** People's History Museum, currently partly working from home due to Covid-19, and flexible/hybrid working to be introduced. Occasional regional and national travel may be required.

## Job purpose

The Head of Development will be responsible for securing the income and resources required for PHM to deliver its vision and mission. They will place the vision, mission and values of the museum at the heart of their work in helping to build and secure a strong and successful future for PHM.

The Head of Development will take strategic responsibility for:

- **Fundraising**, including trust and foundation funding, PHM's Join the Radicals scheme, philanthropy and individual giving, corporate sponsorship, in kind or one off donations (online and onsite) and new emerging sources of income
- **Enterprise and commercial income**, including venue hire and events, onsite and online retail, management of the external catering contract for the cafe and venue hire catering, plus establishing new enterprise activity making use of PHM assets and resources
- **Communications marketing**, and PR including internal and external communications, digital marketing using a range of tools and platforms, website, Customer Relationship Management (CRM) system, social media, plus press and PR opportunities

## Key responsibilities

### Senior Leadership

- Working closely with the Director, the rest of the Senior Leadership Team (SLT) and the Board of Trustees to ensure that the development ambitions in the Business Plan are achieved and exceeded
- Leading the Development Team, working with them and SLT to translate the priorities and objectives of the Business Plan into cascading departmental objectives and individual work plans with key performance indicators
- Ensuring that annual fundraising and income generation targets are achieved and exceeded (working with the Director and other members of SLT)

- Representing the Development Team for both the Trading Company Board and Board of Trustees, communicating effectively to the Trustees regarding any development issues and providing regular written and verbal updates
- Maintaining relationships with existing supporters and building partnerships with new individuals and organisations to secure support and income (working with the Director and Trustees)
- Ensuring all development activities are closely connected with the work of the Collections & Engagement Team

## **Fundraising**

- Leading and managing fundraising from individual giving and corporate support to secure a total of £150,000 per year
- Leading and managing a programme of applications to trusts and foundations for both core and project funding to achieve agreed targets each year (of around £200,000)
- Completing fundraising bids and applications to a wide range of funders; diversifying the range of funders approached and focusing on applications for over £10,000
- Working with the Director and Trustees to develop relationships with key individuals, companies and organisations, fostering increased engagement with the museum and increased sponsorship / donations / pledges / legacies

## **Communications, PR and Marketing**

- Leading the work of the Communications & Marketing team in delivering the objectives set out in the Business Plan
- Ensuring that all aspects of the museum's communications, marketing and PR are focused on engagement with audiences to create impact/ROI and deliver the museum's vision and mission
- Taking a strategic lead with the implementation and roll out of the museum's Customer Relation Management (CRM) system for efficient and effective communications
- Overseeing all PR (with the Communications & Marketing Manager and PR agency) being both proactive and reactive in seeking and responding to opportunities, managing the museum's reputation to all audiences, stakeholders and the media, and acting as a spokesperson for the museum as required

## **Enterprise and commercial income**

- Developing a commercial income strategy with key performance targets for the museum's commercial activities with the Trading Company Board (in the context of recovery from the pandemic) which reflects the museum's Business Plan
- Leading and managing the museum's trading activities to achieve and exceed agreed income targets from the retail, catering and venue hire services
- Ensuring the museum's commercial services develop a hybrid approach which builds on experience gained during the pandemic with an online shop, and both onsite and online events
- Leading the development and embedding of an enterprise culture across the museum which focuses on choice, value and connections

## **Other duties**

- To perform all tasks in line with the museum's policies, including Equal Opportunities, Environmental and Health and Safety policies
- To keep abreast of new technology, particularly digital systems and be prepared to undertake and champion training as required
- To deputise for the Director in appropriate areas
- To contribute to PHM'S CRM system as appropriate; performing all tasks in compliance with General Data Protection Regulation (GDPR)
- To perform any other duties as required which are commensurate with the level of responsibility

# 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 managing staff, budgets and resources at a senior level
- Experience of success in securing income from fundraising or commercial activities in a museum, charity or similar organisation
- Experience of building and managing donor relationships (individual or corporate)
- Experience of securing funding from trusts and foundations such as The National Lottery Heritage Fund (NLHF), Arts Council England (ACE), European funding or similar
- Experience of leading and championing organisational cultural and process change

## Knowledge and understanding

- Understanding of key principles and ethics of fundraising, particularly in relation to individual donors and corporate support
- Understanding/knowledge of enterprise and commercial income within a museum, heritage or public service environment
- Sound knowledge of the principles and practice of effective communications and marketing
- Sound knowledge of digital communications and marketing tools, techniques and platforms, including the collection and analysis of data for online engagement

## Skills and abilities

- Excellent interpersonal skills including the ability to communicate effectively both in writing and verbally to a range of people internally and externally
- Excellent and accurate attention to detail and administration skills
- Ability to work well under pressure and manage and prioritise workload
- Ability to work flexibly within and across teams, and to develop a team culture across the organisation
- Keen interest, enthusiasm and commitment for the work of PHM as a museum that puts its inspiring stories of activism to work – to challenge inequality and apathy and inspire positive action in others
- Interest in working in an organisation that provides visitor services in a heritage / customer focused environment



# How to apply

- 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, Executive Support Officer at [charlie.corkin@phm.org.uk](mailto:charlie.corkin@phm.org.uk) by **9.00am on Tuesday 4 May 2021**. Please get in touch if you require the application form in a different format
- If you are unable to email your application please post a hard copy to Charlie Corkin, People's History Museum, Left Bank, Spinningfields, Manchester M3 3ER
- Interview date: **Tuesday 11 or Wednesday 12 2021** (may be online)

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

For enquiries relating to the post or your application, please contact [charlie.corkin@phm.org.uk](mailto:charlie.corkin@phm.org.uk).

## 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-represent 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.