



Executive Director Audiences and Media RECRUITMENT PACK

Thank you for your interest.

Our people are at the heart of National Museums Liverpool (NML) and each employee makes a difference every day. Together we create memorable experiences for everyone and challenge expectations.

We pride ourselves on being a place for everyone where we can be our true selves in a supportive environment to do our best work. We are always aiming higher, aspiring to be more representative of the communities we serve and through our people, we are building a culture which embeds trust, respect, and inclusion helping us to evolve as an organisation every day.

With seven extraordinary museums and galleries housing and caring for 4m+ objects of international importance, exciting exhibitions, exquisite events, and imagination-inspiring learning we're certainly never dull. We hold in trust and safeguard some of the world's greatest museum collections, which are universal in their range – everything from archaeology and ethnology, natural and physical sciences, fine and decorative arts, maritime, social, and industrial history.

Whether you work in our shops and cafes, at our events, in our visitor experience, engagement, producing and communicating teams, curating, or caring for our collections you can be sure of an interesting, engaging and encouraging environment in which to thrive and be proud of.

You should find everything you need in this recruitment pack to help you decide whether you share our values and possess the right skills, experience, and knowledge to be successful in this role. Don't forget to explore liverpoolmuseums.org.uk where you'll find a whole host of other information that will help you discover more about who we are and what we do.

We look forward to receiving your application.

Laura Pye
Director

What you'll find in this recruitment pack

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Mission

Creating memorable experiences for everyone - challenging expectations.

Vision

National Museums Liverpool (NML) is a group of very different and wide-ranging museums and galleries; established more than 150 years ago as a complement and counterbalance to the museums in London and brought together in 1986 as a nationally funded group as a symbol of hope and regeneration and because of the global importance of our collections.

We are seven exceptional museums and galleries, sharing important stories from ancient times to today through our more than four million objects.

As an organisation we are **Welcoming, Honest and Educational**, and as a team we are **Trustworthy, Respectful, and Inclusive**.

By 2030 we want to be the best museum "league" in the world. A league recognised as the best of the best, like the Champions League, the NFL, or the Premiership, we want our museums and galleries to be places that everyone wants to see and that all stakeholders want to be associated with. In our buildings and online we will have world-class displays and engagement programmes that make everyone feel welcome. 'Off the pitch' our world-class collections and colleagues will be supported to be their best and given great facilities. We will embrace the fact that each 'team' in our league is unique with its own fan base and individual stars; but collectively we want to be a league that all museums will aspire to be part of, and which is recognised externally as being a leading example.

In delivering this vision by 2030...

- we will have the most representative audience and colleagues' profiles within the museums sector in the UK.
- we will engage over ten million people each year: more than four million visitors to our museums and galleries and a further six million through digital engagement, touring exhibitions, and outreach.

- we will be a place where people want to work, are happy to work and proud to work together we will generate over £50,000 a day, more than half our turnover, through commercial business, grants, and gifts.
- we will ensure that we provide great facilities to look after our valuable collections and colleagues, with accommodation fit for the next 30 years.
- all schools in the Liverpool City Region will visit at least one of one of our museums and galleries each year.
- our museums and galleries will celebrate their unique identities and collections, play to their strengths, delight their different audiences, and make us proud.
- people will recognise us as a valued leader of cultural and economic growth for the city, city region and north of England and as one of the world's finest museum groups.

Aims

To achieve our mission and vision we will focus on six strategic aims:

- Be more representative
- Be more self-sufficient
- Provide memorable experiences
- Partner and influence
- Engage and empower
- Be more sustainable

We recommend reading our Strategic Plan to find out more about our ambition.

Useful Links

- [Our Story](#)
- [Our Venues](#)
- [Strategic Plan & Annual Performance](#)
- [Senior Staff](#)
- [Board of Trustees](#)
- [RESPECT Group](#)
- [Partnerships](#)
- [Reports & Policies](#)

Executive Director Audiences & Media

Directorate	Audiences & Media
Departments	Marketing, Comms and Digital, Learning and Participation, Exhibitions, Creative Studio, House of Memories, Creative Partnerships and Development
Reporting	Director (CEO)
Salary	£85,729 pa
Contract	Permanent
Working Hours	37 hours per week
Probation Duration	6 months
Holiday Entitlement	30 days plus public holidays.
Location	Hybrid – home working / office (Liverpool)

About the role

You will provide strategic, tactical and transparent leadership to National Museums Liverpool's Audiences & Media Directorate. Managing a range of teams who are focused on our external audiences and the production and delivery of our programmes across NML. You will make a significant contribution to the development of NML's strategic aims, policies and objectives and serve as an ambassador for National Museums Liverpool, developing and maintaining key stakeholder relationships, partnerships and collaborations. These will include community organisations, business partners, the public sector and NGOs. A key part of your role is to ensure we are delivering for our core audiences, attracting new audiences and raising the profile National Museums Liverpool.

What you'll be doing – Key Responsibilities

- Contribute to the continuing development and communication of a clear and ambitious vision for NML, working with the rest of the leadership team and wider leadership to develop and drive the delivery of the strategic plan
- Lead, direct and motivate staff to ensure the highest levels of performance in respective areas, consistently responding to stakeholders and supporters to develop sustainable partnerships for NML
- Provide decisive and effective leadership to both your own directorate and the wider NML team
- Support our Exhibitions, Learning & Participation, Creative Partnerships and Creative Studios teams to work creatively with internal and external partners to develop and deliver the programme across National Museums Liverpool.
- Identify and maximize all public relations opportunities through the press, broadcasting and social media and develop our digital content

You'll be expected to:

- Adhere to the standards expected of all public services as defined by the HM Treasury publication "Managing Public Money". Those standards are honesty, impartiality, accountability, openness, accuracy, reliability, transparency, objectivity, integrity, and fairness.

- Assist in developing and implementing our commitment to Equality, Diversity & Inclusion and promote non-discriminatory practices in all aspects of work undertaken.
- Continue to grow your knowledge and skills through undertaking professional development, which is established with your manager through an annual performance development review.
- Fully understand our policies and procedures and actively use them in your day-to-day work - including Security, Health & Safety, Equality & Diversity and Safeguarding. You will actively uphold the Museums Association Code of Ethics.
- Undertake additional duties from time to time, as required.

People Management

The Executive Director of Audiences & Media role leads the Directorate and has direct line management responsibility for 7 senior colleagues within that team

Experience & Knowledge

- Experience of leading different teams, of a similar mix to this role, to deliver creative programmes within the cultural sector.
- Knowledge of Marketing, Communications and Digital functions for large public facing organisations.
- Experience of creation of successful partnerships with major donors, trusts and foundations and companies
- Experience of working at a senior level in creative organisations to deliver strategic plans and drive progress.

Skills

- You will possess excellent leadership, finance and people management skills and be able to show that you have delivered complex projects within budget and on time, in a complicated and changing environment.
- Proven communication skills with the ability to develop networks and partnerships, advocate and influence corporately with senior key stakeholders and partners internally and externally.
- Ability to communicate both upwards and downwards within an organisation and externally to ensure and improve service delivery.
- High degree of self-awareness and emotional intelligence, particularly in terms of influencing and supporting peers and other senior professionals.
- Ability to present effectively to large and small groups of people, communicating complex and difficult messages effectively and well
- Excellent budget management skills
- Excellent written and verbal communication, interpersonal, organisational skills.
- Ability to take responsibility for decisions made and to learn from them
- Ability to work equally independently or as part of a team
- Ability to deliver results despite obstacles and limited resources
- An understanding of the principles of equality and diversity in the workplace and the ability to apply these in practice at work.
- An understanding of the economic environment, constraints and opportunities facing a public museum or gallery.

Behaviours & Competencies

We have nine elements within our behaviours framework. The three foundation elements at the centre of everything we do: Trust, Respect and Inclusion.

The other six elements are: Innovative & Ethical, Collaborative, Visitor – focused, Builds Capability/Agility, Achieves Results and Practices Accountability

Additional Information

- Location: The post-holder will need to be able to attend meetings on-site in Liverpool when required; some home working with agile working spaces available for flexibility.
- Flexibility to travel occasionally for meetings, training and conferences to represent NML;
- A Basic DBS Check will be required.

We are a Disability Confident Committed Employer committed to actively promoting and implementing equality of opportunity in all that we do. We value diversity and treat everyone fairly and equally. We ensure our recruitment process is inclusive and accessible and welcome applications from all backgrounds. We support our staff through unexpected life changes providing an employee assistance programme and reasonable adjustments enabling employment.

This job description is a guide to the nature of the work required of the prospective employee. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required in the future.

Employee Benefits

- Civil Service Pension Scheme
- 25% staff discount in all our shops and a 35% staff discount in our cafés
- Employee Assistance Programme
- THRIVE Buddy Scheme
- Employee Recognition Schemes (Good Deed Feed & GEM awards)
- Employee Benefits Portal: High Street discounts, retailer discounts, locally negotiated discounts, Cycle to Work Scheme, Travel Loan Scheme, Eyecare Scheme
- Recognition of two Trade Unions

Staff Groups & Committees

- BAME Staff Group
- Disability and Mental Health Staff Group
- Emeriti Staff Group
- LGBT+ Staff Group
- THRIVE Engagement Committee
- Ethics Committee
- Black Lives Matter Task Force
- Environmental & Sustainability Task Force

How to Apply

If you're still interested in becoming part of National Museums Liverpool, then what are you waiting for? You can apply for this role through our online recruitment platform in advance of the closing date.

Don't forget to provide an up-to-date CV along with a supporting statement that outlines why you're suitable for this role - highlighting relevant experience, knowledge, and skills in response to the requirements outlined in the job description.

If you require an alternative method for application or assistance with our online recruitment platform, contact the People team on Recruitment@liverpoolmuseums.org.uk.