

Public Programme Manager

In 2017, **The Postal Museum** (formerly The British Postal Museum & Archive) opened a new heritage attraction in Central London, with two experiences in one. Alongside the story of British social and communications history, we offer a subterranean ride on the old Post Office Underground Railway – **Mail Rail**. This new museum and attraction enables us to showcase the extraordinary stories from five centuries of one of the country's most iconic services, grow our educational charity work and fundamentally change the way the organisation engages with its audiences. The Postal Museum has welcomed over 180,000 visitors in our first year, along with a further 400,000 through our public events programme, digital and outreach offers. The Postal Museum represents a significant addition to London's cultural landscape.

Based: Central London

Salary: £27,000 per annum.

Responsible for: No staff, but significant co-ordination of consultants, contractors and volunteers.

Reports to: Head of Exhibitions, Access and Learning

Key Internal Stakeholders: Collections, Ops, Development, Commercial, and Marketing and Communications Teams.

Contract: Fixed-term, two years in the first instance.

Start date: January / February 2019.

PURPOSE OF THE JOB

The Public Programme Manager works within The Postal Museum's Exhibitions, Access and Learning Team – alongside the Head of Exhibitions, Access and Learning, Schools Learning Manager, Community Learning Manager, Exhibitions and Learning Assistant and Jolly Postman Project Officer.

We aim to tell the story of postal communication and its impact on a global society. We use our collections to provoke questions about communication and to encourage people to make richer and more meaningful connections in their lives. The EA&L does this through audience-focussed programmes of exhibitions, events and activities for families, adults, community groups, access groups, and schools. We strive to ensure that the stories and collections cared for by the museum are accessible by as many people as possible and that those audiences are offered a wide range of learning opportunities tailored to their specific wants and needs.

The Public Programme Manager will take a leading role in planning, development, delivery and evaluation of exhibitions and events at The Postal Museum. The post-holder will work closely with internal stakeholders from across the organisation to organise an exciting and authentic programme of displays and activities aimed at a wide range of audiences - including families, subject specialists, and independent adults. The post-holder will be expected to lead on development of a long-term strategy for The Postal Museum's public programme, reviewing activities as they are delivered and identifying key aims, objectives and audiences going forward.

PERSON SPECIFICATION

SKILLS / KNOWLEDGE

Essential criteria

- Excellent organisational and project management skills.
- Excellent interpersonal, team working, customer service, and stakeholder management skills.
- Excellent written and verbal communication and presentations skills.
- Strong IT skills, including Microsoft Office (Word, Excel, PowerPoint and Outlook).
- Flexible, positive and entrepreneurial attitude, with ability to work on own initiative.
- Ability to work under pressure, prioritising to meet deadlines.
- Knowledge of current Health and Safety legislation, including production of risk assessments.

Desirable criteria

- Knowledge and understanding of best practice in audience development and engagement.
- Knowledge of best practice in collections management.

EXPERIENCE

Essential criteria

- Experience of working within a cultural, commercial, or visitor attraction setting.
- Project management experience, including development of small- and large-scale exhibitions and events from inception to delivery;
- Experience of managing consultants, contractors and volunteers.
- Experience of creating business plans and budget planning / management;
- Experience of working with a variety of audience groups, including both adults and children.
- Experience of leading and working collaboratively within project teams.
- Experience of partnership working.
- Track record of managing a demanding workload and prioritising effectively to achieve maximum impact.

Desirable criteria

- Experience of marketing and promotion of exhibitions and events.
-

JOB DESCRIPTION

Key Responsibilities and Duties

- Coordinate the development and delivery of the '**Crime Season**' at The Postal Museum - launching in September 2019 and consisting of a temporary exhibition and public events programme.
- Project manage all aspects of **temporary exhibitions** at The Postal Museum, including planning, research, brief-writing, procurement and management of consultants and contractors, content development, design, manufacture, installation, and ongoing maintenance and evaluation.
- Coordinate development and delivery of the Postal Museum's **public events programme**, including idea development, partnership working, content development, event planning, event management, and evaluation.

The above duties will include working particularly closely with:

- The Community Learning Officer and Exhibitions and Learning Assistant to develop family events and activities, including workshops, storytelling, and gallery actors;
 - The Collections Team to develop themes and content for the temporary exhibitions and events for specialist audiences (e.g. philatelists), such as behind-the-scenes tours, curator / archivist talks, open days and workshops;
 - The Ops Team to run day-time added value activities such as gallery tours and talks, as well as special events such as 'Walk-the-Rails' Tours and late openings;
 - The Development Team to develop events and / or offers for The Postal Museum Members and Patrons;
 - The Communications and Marketing Team to develop high-profile special events designed to raise profile, generate income, and develop specific audiences and / or partners.
 - The rest of the Exhibitions and Learning Team to ensure all exhibitions and events are entertaining, inclusive, accessible, have learning and participation at their heart, are authentic and relate to our stories and objects, and are sensitive to diverse perspectives.
- Produce **Business Plans** for exhibitions and events programmes, ensuring opportunities for income generation are maximised whilst resources and costs are managed efficiently.
 - Establish and lead **multi-disciplinary teams project teams / working groups** across The Postal Museum, working collaboratively with internal experts and stakeholders to produce innovative, popular and accessible events and exhibitions.
 - Establish **new creative collaborations and partnerships** with external organisations and individuals, including artists, historians, event organisers, museums, galleries, theatre companies, etc. Have the courage to trial innovative and creative approaches to events and exhibitions, while ensuring programming and interventions are appropriate and well considered given the particulars of our stories and objects, sites, and day-to-day operations.
 - Work with Head of Exhibitions, Access & Learning and Development Team to support development of **funding bids** to external bodies for The Postal Museum exhibitions and events.
 - Coordinate the six-monthly and annual **refreshes of records and objects within the permanent exhibition space**, working closely with the Curatorial, Archive, Philatelic and Conservation and Collections Care teams to prepare items and mounts, amend interpretation panels, and plan schedules of work for installations.
 - Work with the Estates Operations Manager to ensure all exhibitions and events comply with **health and safety** legislation and best practice, include production of risk assessments and method statements.
 - Work with Marketing Manager to develop and implement **press and marketing plan** for events and exhibitions.
 - Work with Head of Exhibitions, Access & Learning to collect data and undertake ongoing and end of project **evaluation of events, exhibitions and related activity**. Work with other teams to collate findings together with evaluation and feedback data from across the organisation to help monitor and respond quickly to trends, as well as build detailed profiles of the audiences

for the various parts of our offer – including general visitors on both weekdays and at weekends / holidays, Discovery Room users, and visitors to Sorted!

Regularly **report on key findings to internal stakeholders** and ensure these are used to shape visitor-facing activities across all areas of the Museum.

- Work with Head of Exhibitions, Access & Learning to conduct **weekly, monthly and end-of-year reporting**.
- Within the context of the new vision, values and business plan objectives, work with the Head of Exhibitions, Access and Learning and other teams to develop a **long-term strategy for The Postal Museum's public programme**, including events and temporary / touring exhibitions.
- Work with the wider Exhibitions, Access and Learning Team to support the delivery of **other audience-focussed activities**, including school visits, arts and crafts workshops for families, community engagement projects, and BSL / described tours for d/Deaf and blind visitors.

In addition to any other ad hoc duties as required by the Head of Exhibitions, Access and Learning.

OTHER ACTIVITIES

The post-holder is expected to monitor and report on their work as directed by their line manager and adhere to office guidelines on manual handling, health and safety, lone-working, etc., as advised, taking responsibility as appropriate.

WORKING HOURS

The working hours shall be 35 per week, exclusive of meal breaks. These are usually flexible across the week and will be agreed in advance with the line manager, in line with The Postal Museum's policies. Some out of hours working will be required to support events and weekend openings, and this will be notified in advance. Time off in lieu will be awarded in line with The Postal Museum's policy. Variations of the hours can be made at the discretion of the line manager.