



# Job description

<b>Job title:</b>	<b>Museums Audience Engagement Manager</b>
<b>Grade:</b>	4a
<b>Department:</b>	Museums
<b>Responsible for:</b>	<i>Senior Museums Learning Co-ordinator and Museum Learning Volunteers</i>
<b>Accountable to:</b>	<i>Director of Museums and Special Collections</i>

## Job summary

### The Royal College of Surgeons of England Museums include the Hunterian Museum and the Anatomy and Pathology Museum.

The post holder is a key member of the RCS England Museums' management team and will actively contribute to the strategic development of Museum activities.

The post holder will lead the development of public and professional engagement with the Royal College of Surgeons of England's Museums (c. 100,000 visitors pa). The main responsibilities include:

- Management of all aspects of RCS England Museums audience engagement, including the Hunterian Museum, the Anatomy and Pathology Museum, the Exhibition Gallery and College wide special collections tours
- Developing and delivering an inspiring public talks and events programme, on-site and on-line, including the Hunterian Provocations Programme <https://hunterianmuseum.org/whats-on/hunterian-provocations>
- Promoting and marketing the Hunterian Museum
- Developing new audiences for the Anatomy and Pathology Museum
- Developing and managing the delivery of on-line and hybrid events and activities for RCS England Museums' audiences

## Specific duties and responsibilities

### 1 Museum Engagement and Audience Development

- Lead the development and delivery of the Hunterian Museum public events programmes
- Research, develop and deliver an on-line/hybrid events programme
- Direct the management, and support delivery, of the schools, colleges families and community programmes



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- Direct the development, and delivery, of the Anatomy and Pathology Museum activities for RCS England Fellows and Members and other medical audiences
- Manage and develop regular museum activities undertaken by volunteers including art tours of the building and object handling sessions in the Hunterian Museum.
- Embed high customer service standards and expectations across key stakeholder groups, working with other College departments as necessary to increase engagement.
- Develop partnerships, including overseeing partner contracts, to ensure excellence in delivery, key requirements are being met and that they provide value for money
- Co-develop exhibitions, publications and other digital content with the Museums' collections and curatorial team
- Enrich audience experience, onsite and online, delivering to the highest national and international standards
- Undertake audience evaluation and implement continuous improvements

## 2 Promotion and Marketing

- Lead on the promotion and marketing of Museum events and activities through social media channels, preparing content and scheduling posts for Museum events
- Promote RCS Museum events in collaboration with RCS Communications department – providing text and images for press releases and other information
- Identify and develop marketing opportunities for RCS Museums
- Direct the promotion of the Anatomy and Pathology Museum and related activities to members and other professional audiences.
- Champion access and inclusion for all museum audience engagement activities and services

## 3. Management Responsibilities: Operations, Financial and Strategic

- Act as Designated Safeguarding Officer for RCS England Museums
- Proactively identify and manage risks in delivery activity (e.g undertake risk assessments, DBS checks).
- Lead on the implementation of all audience engagement activities, securing and allocating resources, agreeing and overseeing the annual budget
- Implement the strategic direction for RCS England Museums audience activities, meeting the Museums' Forward Plan and RCS England's strategic priorities.
- Generate opportunities for optimising visitor numbers onsite - target 110,000 (currently 90,000).
- Maximise potential revenue streams, including school and college sessions, on site and online events, museum out-of-hours hire and visitor donations.
- Work with the College's fundraising team to develop opportunities for new Museums' activities working with external partners, collaborators and funders.
- Ensure new opportunities are developed with practical and sustainable business models
- Set and monitor team KPIs and targets to meet Museums Forward Plan College priorities; managing performance against targets
- Recruit and select team members in line with RCS England Museums priorities and business needs
- Coach and mentor engagement staff and volunteers



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- Develop and implement high quality audience evaluation (using appropriate software) and ensure that feedback is acted on and improvements implemented effectively
- Advocate for continuous improvement in delivery of Museum services, including setting consistently high standards of audience experience and leading engagement staff and volunteers to deliver these

#### **4 Developing yourself and others**

- Identifying own development needs and setting personal development objectives in discussion with your line manager
- Updating your own professional knowledge and skills
- Developing, retaining and nurturing talent to support succession planning and enabling others to develop and best apply their knowledge and skills

#### **5 General**

- The post-holder is expected to represent RCS England in a professional manner in relation to their responsibilities and in ensuring their own continuing professional development.
- Undertake such duties appropriate to the grade, as required by the Director of Museums.

This job description will be subject to review in the light of changing circumstances and may include other duties and responsibilities as may be determined. It is not intended to be rigid or inflexible but should be regarded as providing guidelines within which the postholder will work.

The Royal College of Surgeons of England is an Equal Opportunities Employer. It is open to all talent and actively ensures that all qualified applicants receive equal consideration for employment without regards to: race/ethnicity, national origin, religion, pregnancy, marital status, sex, sexual orientation, gender identity, age or disability.



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# Person specification

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Relevant degree or</li> <li>• Proven track record in producing and delivering inspiring audience engagement and development in the cultural sector</li> <li>• Demonstrable knowledge of current issues around museum displays, collection histories and engagement activities</li> <li>• Proven track record in delivering high quality learning and engagement activities in museums/galleries</li> </ul>	
<b>Experience and skills</b>	<ul style="list-style-type: none"> <li>• Proven track record in developing and delivering museum/gallery public engagement programmes</li> <li>• Ability to demonstrate commitment to delivering exceptional audience experience</li> <li>• Experience of marketing and promoting cultural sector activities</li> <li>• Experience of audience advocacy and development</li> <li>• Sound knowledge and commitment to decolonisation and diversity and inclusion agendas in the museums sector</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working on projects addressing decolonisation in Museums</li> <li>• Experience of working in a medical or natural science educational environment</li> </ul>
<b>Financial management and business planning</b>	<ul style="list-style-type: none"> <li>• Experience of budgeting</li> <li>• Experience of identifying risks and issues in a public facing environment.</li> <li>• Demonstrate a planned and organised approach to work, able to prioritise a varied workload and effectively analyse detail</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of fundraising</li> <li>• Contract management experience</li> </ul>
<b>People and interpersonal skills</b>	<ul style="list-style-type: none"> <li>• Experience of line management</li> <li>• Evidence of strong interpersonal skills</li> <li>• Ability to demonstrate influencing, negotiation and communication skills,</li> <li>• Ability to solve complex problems and make effective decisions accordingly</li> <li>• Is a self-starter who seeks the opportunity to assume responsibility and can work autonomously as well as collaboratively.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of volunteer management</li> </ul>



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The post holder will also need to demonstrate the following values:

<b>Collaboration</b>	<b>We embrace our collective responsibilities working collaboratively and as one college.</b>
	<ul style="list-style-type: none"><li>• We work together, using our collective expertise and experience to effect positive change</li><li>• We are open, honest and transparent, straightforward in our language and actions, acting with sincerity and delivering on our commitments</li><li>• We take our responsibilities to each other, to patient care and to the environment seriously and we act with this in mind across our work</li></ul>
<b>Respect</b>	<b>We value every person we come into contact with at the College as an individual, respect their aspirations and commitments in life, and seek to understand and meet their physical and wellbeing needs.</b>
	<ul style="list-style-type: none"><li>• We treat everyone we meet with kindness and integrity and we seek to promote these behaviours in others</li><li>• We actively seek a range of views and experiences across our work, and we listen to, and make everyone feel, a valued part of the team</li></ul>
<b>Excellence</b>	<b>We aspire to excellence and success. We share learning from our experiences, apply feedback into practice, and commit to continual improvement.</b>
	<ul style="list-style-type: none"><li>• We work hard to be the best at what we do, recognising and celebrating effort and achievement, and reflecting on our work, so we can learn and improve</li><li>• We value and invest in research, education and training to drive excellence and put improvements in surgical practice, dentistry and patient care at the heart of our work</li><li>• We always seek to learn and discover more, valuing knowledge and scientific evidence, basing our decisions on insights, fact and experience</li></ul>



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