

**Job Description for  
Director of Learning, Exhibitions and New Media**

**Background**

Amgueddfa Cymru – National Museum Wales (the Museum) was founded by Royal Charter in 1907 as the ‘National Museum of Wales’ and was granted Supplemental Charters in 1991 and 2006. It derives its funding in the main from the Welsh Government as a Welsh Government Sponsored Body (WGSB).

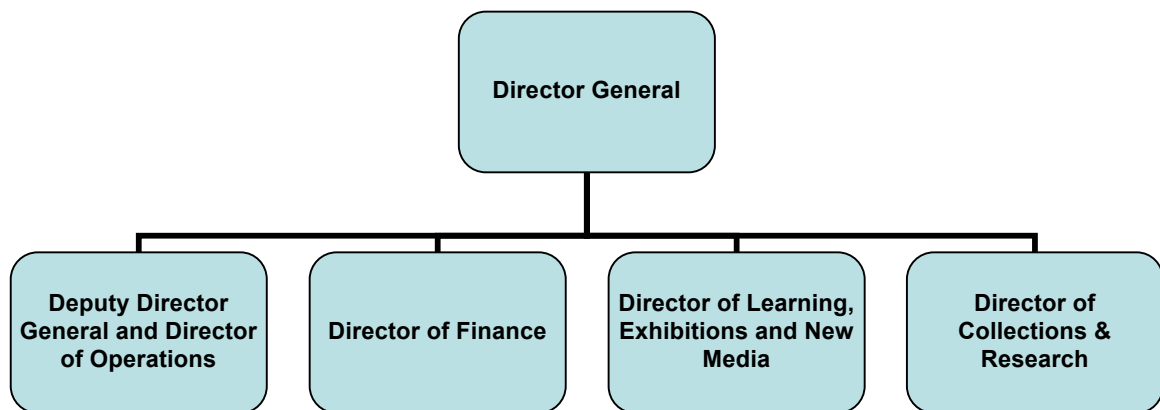
Amgueddfa Cymru – National Museum Wales consists of National Museum Cardiff, St Fagans: National History Museum, the National Slate Museum, the National Wool Museum, the National Roman Legion Museum, Big Pit: National Coal Museum, the National Waterfront Museum and the National Collections Centre.

The key purpose of the Museum is the advancement of the education of the public. This is to be achieved by caring for, enhancing and giving access to the Museum’s collections, which cover earth and natural sciences, fine and applied art and the archaeology, and industrial and social history of Wales.

The Vision of Amgueddfa Cymru – National Museum Wales today is to be a

**world-class museum of learning.**

**Senior management structure**



The senior management is responsible for ensuring that the Museum delivers the strategic objectives that have emerged from the Vision, and fulfils the full range of its functions effectively and efficiently. The management structure is led by a Directorate, comprising the Director General and four Directors (of Collections & Research, Operations, Finance and Exhibitions, Learning and New Media). This body is supported by various executive groups to draw together the heads of the key disciplines and functions of the Museum in the decision-making process.

The organizational structure is essentially a matrix structure whereby the functions of curation, conservation and development of collections are interwoven with those of education and interpretation. Both aspects are in turn underpinned by operations, communications, PR and marketing as well as the business support functions, including Finance and HR.

### **The Learning, Exhibitions and New Media Division**

The Learning, Exhibitions and New Media Division is responsible for ensuring that visitors to the museums, users of the websites and other off-site participants learn through the museums and their resources, and have enjoyable, participative and social experiences. The services provided to the public include all key areas of audience development. The Division also has a key role in supporting and advising other departments in making effective provision for users' needs.

#### **Purpose of the post:**

- To provide strategic leadership to Amgueddfa Cymru – National Museum Wales in the fields of learning, exhibitions and gallery displays and new media and related activities.
- To provide inspirational strategic direction and leadership to, and to ensure the effective management of, Amgueddfa Cymru – National Museum Wales as a key member of the Directorate.
- To act as a constructive, innovative member of the Directorate team in partnership with other Directors, sharing collective responsibility.
- To represent Amgueddfa Cymru – National Museum Wales throughout Wales and beyond, with a view to raising the public profile of the organization.
- To manage other functions as agreed.

#### **Responsible to:**

The post holder reports to the Director General.

#### **Responsible for:**

The post holder's areas of responsibility are:

- Learning
- Interpretation
- Programmes and Presentations
- Design
- New Media
- People's Collection

Line management responsibilities will be agreed and dependent on skills and experiences of the candidate.

The post holder will also be closely involved in the management of any key staff who from time to time have responsibility for projects falling within the remit of the post.

## **Key Responsibilities**

### **As a key member of the Directorate:**

1. Contribute fully, as a member of the Directorate, to the overall management of the Museum. This will include ensuring that each function falling within the remit of the post works collaboratively and effectively within the matrix structure of the Museum to achieve the aims and objectives of the organization.
2. Provide clear strategic leadership and make a significant contribution to the development and implementation of the Vision, by recommending and developing and, where appropriate, leading strategies and policies appropriate to the aims and objectives of the organization. This will include contributing actively each year to the Development Plan and Operational Plan and ensuring that agreed objectives are implemented, monitored and evaluated through effective leadership and performance management.
3. Set targets, monitor, evaluate, manage and adjust Amgueddfa Cymru – National Museum Wales’s progress against plan.
4. Allocate appropriately and use effectively the financial resources of the post’s direct areas of responsibility within the overall Amgueddfa Cymru – National Museum Wales Operational Plans and annual budget. Control and monitor financial planning and budgets within this direct area of responsibility, and ensure compliance with regulatory procedures as they apply to the Museum, particularly those embodied in the Financial Memorandum.
5. Take overall responsibility for the planning and management of staff in accordance with overall Amgueddfa Cymru – National Museum Wales values and HR strategies and give effective leadership, motivation and staff development as well as ensuring the proper adoption of HR policies and procedures by staff under this post’s direct management.
6. Represent Amgueddfa Cymru – National Museum Wales throughout Wales and beyond, with a view to raising the public profile of the organization, liaising and establishing effective working relationships with a range of appropriate external organizations, including CYMAL and Welsh Government officials.
7. Champion and actively support all Amgueddfa Cymru – National Museum Wales policies and procedures and ensure that they are effectively communicated so that all members of staff understand them and comply with them.

8. Support the Director General in championing the Museum's Welsh Language Strategy and actively contribute to ensuring that the organization is recognised as a beacon of good practice in its use of the Welsh Language.
9. Contribute in other ways to the overall aims and objectives of Amgueddfa Cymru – National Museum Wales as required by the Director General and the Board of Trustees.

**As the Director of Learning, Exhibitions and New Media:**

1. Design and execute strategies across all sites for audience development, based on Amgueddfa Cymru – National Museum Wales's vision, setting and achieving short term and long term objectives.
2. Provide strategic leadership to learning, exhibitions, design, new media and related functions, identifying and championing best practice, both internally and within the museum heritage and cultural sectors as a whole.
3. Develop a programme of research and evaluation of visitor learning, creativity and participation in the museums.
4. Provide leadership to encourage Collections & Research, Museum Operations, Marketing and other staff to develop strategies for bringing our museums to life through activities and interpretation.
5. Ensure that diverse audiences are consulted and engaged in the museums' strategies and activities and that programmes are meaningful and accessible to all.
6. Support the Development Department to ensure that fundraising opportunities are maximized.
7. Ensure that the perspectives of the functions managed are represented within and inform the overall strategies and policies of Amgueddfa Cymru – National Museum Wales.
8. Manage staff and resources on a day to day basis, including performance management, motivation and development.
9. Represent the Division at internal meetings, presenting key learning and audience development issues for discussion and making recommendations for the way forward.
10. Develop and maintain high standards of design across all museum media.
11. Allocate appropriately and use effectively the financial resources of the post's direct areas of responsibility. Control and monitor financial planning and budgets and ensure compliance with regulatory procedures as they apply to Amgueddfa Cymru – National Museum Wales.

12. Report to the Board of Trustees, providing analysis of performance against agreed targets.
13. Undertake any further relevant duties as required by the Director General.

### **Experience, skills, qualifications and attributes**

The post holder should be able to demonstrate a good range of the following experience, skills, qualifications and attributes.

#### ***Experience and Skills:***

- Successful experience at a senior level within the museum, arts or heritage sector.
- Significant experience of leading or delivering a wide range of learning activity and development of the interpretation of galleries for a wide range of audiences.
- Proven experience of presenting public programmes in the form of exhibitions, displays and events.
- Previous experience of managing websites and other digital resources for the public would be an advantage.
- Experience of leading major projects and a demonstrable awareness of potential and relevant issues for collaborative working.
- Sound and successful management experience with the ability to lead multi-disciplinary teams and to motivate and develop staff.
- Successful experience of financial management, preferably including public sector budgeting and financial control processes.
- Clear organizational skills and the ability to deliver against targets and objectives.
- A demonstrable ability to think strategically and to contribute at the highest level to the development of strategic plans and policies.
- Excellent interpersonal skills, including the ability to communicate strategic and operational direction to staff at all levels.
- Strong leadership and analytical skills and the proven ability to implement cultural change.
- A collaborative and team-based approach to working.
- A flexible approach to work.

- Amgueddfa Cymru – National Museum Wales supports active Welsh learners at all levels. Fluency in Welsh would be an advantage for the post although not essential and the successful candidate would, if necessary, be provided with support to learn the language.
- IT literacy.

***Qualifications:***

- A good first and/or post-graduate qualification in a discipline related to the work of the post or professional qualifications of equivalent standard and recognition.

***Attributes:***

- An understanding of, and an empathy for, the history and heritage of Wales and for the Museum and its work, and with the aims and objectives of Amgueddfa Cymru – National Museum Wales.
- An innovative and creative thinker with a proven track record that demonstrates an ability to transform ideas into practice.

## **Terms and conditions of service**

<b>Starting Salary:</b>	Grade I £58,593-£73,816
<b>Annual Leave:</b>	27 days on appointment, rising to 32 days after 5 years' service, plus one privilege day at Christmas and 8 bank holidays (for full time staff).
<b>Flexitime:</b>	The Amgueddfa Cymru – National Museum Wales flexi time system applies to this post.
<b>Pension:</b>	Amgueddfa Cymru – National Museum Wales has its own pension scheme, which is a final salary scheme. The employee contribution to which is currently 7% rising to 9% by April 2013.
<b>Probation:</b>	The post is subject to a probationary period of 6 months.

***All new appointments are subject to the receipt of satisfactory references, medical report and criminal conviction vetting clearance plus proof of eligibility to work in the UK.***

## **Applications for the post of Director of Learning, Exhibitions and New Media**

Applicants for the post should complete our on-line application form which can be found on the Jobs page on our website at [www.museumwales.ac.uk](http://www.museumwales.ac.uk). The form provides the opportunity to explain how your qualifications, experience and personal qualities make you a suitable candidate for the position.

Completed forms should be returned by e-mail to:  
[hr.jobs@museumwales.ac.uk](mailto:hr.jobs@museumwales.ac.uk)

or posted to:

The Human Resources Department  
Amgueddfa Cymru – National Museum Wales  
Cathays Park  
Cardiff  
CF10 3NP

Telephone: (029) 2057 3306

Fax: (029) 2057 3370

**All vacancies close at 5 pm on the closing date. No applications will be accepted after this time.**

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**Please note, we will need you to submit the Vetting and Equality Monitoring Forms before we can process your application.**

Please use the section of the application form headed “post applied for” to state clearly whether you want to be considered for full-time or part-time jobs (or both).

**Please do not send us your CV – we will only consider completed application forms.**

Interviews are normally arranged within three weeks of the closing date

**Amgueddfa Cymru — National Museum Wales is an equal opportunities employer. Applications are welcome from all sections of the community.**