

Job Description

Job Title:	Public Events Manager (Midlands)
Reporting to:	Head of Events and Catering
Direct Reports:	Public Events Executive and Volunteers
Grade:	Managerial/Specialist
Team:	Events and Catering
Group:	Visitor and Commercial Development

ABOUT THE RAF MUSEUM

The Royal Air Force Museum is a national museum, a Government non-departmental public body (NDPB) and a registered charity, with two sister sites at London and Midlands. RAF Museum Enterprises Ltd is the trading arm of the RAF Museum with all profits gift-aided to the Museum to support its charitable activities. Our purpose is to share the story of the Royal Air Force - past, present and future, using the stories of its people and our collections, to engage, entertain, inspire and encourage learning. Our overall vision is to inspire everyone with the RAF story – the people who shape it and its place in our lives.

The shared values that guide our planning and behaviour are:

- **INtegrity:** we are open, transparent and ethical
- **Sharing:** we work as a team to ensure our collections and expertise are accessible to all
- **Passion:** we care deeply about sharing our collections and their stories
- **Innovation:** we tell our stories and develop our business with creativity and imagination
- **Relevance:** we ensure our legacy by linking our histories with today and tomorrow
- **Excellence:** we are professional and strive to ensure excellence in all that we do

As an organisation, we aspire to be entrepreneurial, agile and sustainable in our approach, and have agreed five key strategic priorities which will underpin all that we do for the current strategic planning period to 2030:

- Inspiring innovative engagement, debate and reflection
- Connecting with communities and partners
- Inspiring our people within a dynamic, diverse and collaborative culture
- Fit for the future with brilliant basics
- Embedding an entrepreneurial, agile and sustainable approach

Underpinning everything that we do, the Museum has three overarching commitments that inform

our insight, business planning and strategy development, these are our:

- **Equity, Diversity and Inclusion Commitment** – we believe that everyone has the right to live without fear or prejudice regardless of race, age, gender, disability, sexual orientation, social class, religion and belief. We aim to embed a supportive and open culture which is inclusive, positive and fair to all, develop flexible opportunities to encourage engagement with the Museum onsite, offsite and online and celebrate differences.
- **Sustainability Commitment** - we are in a climate emergency, and we are committed to addressing this crisis through our operation and with our audiences. We will operate in an environmentally sustainable way, applying the principles of sustainable development for the benefit of current and future generations, both locally and globally.
- **Health & Wellbeing Commitment** – we are committed to creating an environment where health and wellbeing are actively promoted, where people feel engaged and valued for their contribution. We aim to create a health promoting workplace where people can be themselves, feel their best and perform at their best, so we can deliver an exceptional experience for our visitors.

As a member of the RAF Museum team, you will play an important role in delivering our purpose and achieving our vision, ensuring that the Royal Air Force's story continues to enrich and inspire current and future generations.

The Visitor and Commercial Development Group comprises: Retail and Admissions, Visitor Experience, Catering and Events, Communications and Marketing. We are responsible for ensuring our visitors receive the very best day out at the Museum and that every element of the visitor experience meets our customers' needs. We also oversee the commercial development of the Museum, ensuring our offer is relevant to our visitors and contributes to the future sustainability of the Museum.

Purpose of the Job

The principle purpose of the role of Museum Public Events Manager will be to lead the development of our public events programme at their site and all aspects of its implementation. The post holder will work closely with the Head of Events and Catering to develop our Public Events strategy and how it is applied into the relevant location. This will include responsibility for all aspects of event planning, delivery and management, all key partner development and management, all audience development and evaluation and all events budgeting and commercial performance.

Key Role Responsibilities

- To work with Head of Events and Catering to develop our Public Events strategy, that articulates the long-term objectives of the programme across all Museum sites and audience groups.
- To lead the development of the annual public events plan for Midlands. This plan will provide a schedule for each event that comprises the programme and outlines our key commercial and visitor experience goals for each event.

- To lead the implementation of the public events programme at Midlands. This will include taking responsibility for the management of major public events and the delegation of selected elements of the programme to the Public Events Executive, where appropriate.
- Take lead responsibility for the management and development of 1 FTE. This will include all aspects of objective and appraisal setting and the development of all training and development objectives.
- Take lead responsibility for the management of the Public Events Volunteers, working with our Volunteering team to develop the team.
- To work closely with the Operations and Visitor Experience team to deliver events, this will include staff briefings for events and training to deliver activities.
- Take lead responsibility for the development of all post event analytics and their dissemination to key stakeholders around the Museum. This will include working closely with the Campaigns and Digital Marketing teams to ensure event analytics are effectively integrated into our wider Audience Development Plan.
- Work closely with the Marketing and PR department to develop marketing plans for events, design work and copy. This will also require ensure that all tickets for public events are effectively loaded onto the system and that we have an effective marketing strategy supporting each major event.
- Take responsibility for ensuring that all compliance and procedure documentation is produced for events, including evacuation procedures, risk assessments and inductions. Consistently build and develop systems and documentation for events to ensure best practice.
- Take lead responsibility for the delivery of all financial targets for the public events programme at Midlands. This will include the active management of our cost base to ensure our net profit targets are consistently achieved and the monthly reporting to Head of Finance.
- Work closely with the Commercial Events Manager, Midlands, supporting the delivery and, on occasion planning, of commercial events as business levels dictate.
- Act as key strategy public events stakeholder at selected internal and external groups, such as ALVA and the Museums Association.

Additional General Responsibilities

Relationships

- Ensure effective communication with all stakeholders, both internally and externally.
- Work closely with other departments to deliver museum-wide programmes and objectives.
- Cultivate internal relationships that cross team boundaries and demonstrate positive collaboration and problem solving with all team members.
- Cultivate external relationships to identify potential new partners.
- Build and maintain partnerships with relevant external contacts and stakeholders.

- Champion volunteering across the Museum.

Budgets and Resources

- Work to reduce operational costs and maximise resources whilst maintaining standards of products and services.

Policies and Procedures

- Uphold both the spirit and letter of the Museums Association's Code of Ethics.
- Adhere to Museum policies, procedures and code of conduct, to protect people and the Museum's reputation, including GDPR, Health and Safety and Safeguarding policies and procedures.
- Professionally challenge procedures that do not add value to the Museum.

Personal Responsibilities

- Actively support and demonstrate the Museum's Values.
- Work as part of a team and support colleagues across the Museum.
- Protect the reputation of the Museum.
- Be a positive influence and role model, acting with integrity and professionalism and tackling challenges in a pragmatic and collaborative manner, to bring your team and the wider staff along with you when changes and developments are being implemented.

General Consideration

- The above job description is not intended to be a comprehensive list of key responsibilities, duties or requirements, and you are expected to carry out any other duties commensurate with the scope and scale of your role. The job description should be reviewed regularly to ensure it remains an accurate reflection of your role.
- You will be expected to travel to other sites, as and when the role requires it, including outside the UK.

Person Specification:

The post holder **must** have (and be able to demonstrate) the following core/professional competencies:

COMPETENCY	DETAILS
Essential technical competencies	• Demonstrable and proven experience of working within a busy public events function. • Demonstrable and proven management level experience. • Strong project or event management skills.
Communication & Engaging People	• Communicates in a straightforward manner, demonstrating respect and acting with integrity and impartiality. • Is open and inviting of the views of others and is confident in constructively challenging views and proposals. • Leads by example, acting as a role model and exemplifying appropriate behaviours and values, encouraging others to do the same and promoting a positive culture, acting promptly and appropriately when standards aren't met. • Ensures individual contributions are maximised by an appropriate mix of coaching, development, guidance support and performance management.
Decision Making & Problem Solving	• Recognises scope of own authority for decision making and empowers team members to make appropriate decisions. • Makes decisions when they are needed, even if they prove difficult or unpopular. • Provides advice and feedback to support others to make accurate decisions. • Demonstrates accountability and able to make unbiased decisions. • Displays a strong commitment to improving ways of working and generating ideas.
Delivering Results	• Displays a strong commitment delivering on own/teams' objectives. • Pre-plans work programme for own role and teams, taking into account current and future priorities. • Monitors own and/or team's performance against agreed outcomes and take corrective action as necessary.
Change, Adaptability & Flexibility	• Ability to flex approach to the different needs of competing work areas. • Demonstrates resilience and positivity in changing and demanding circumstances and to manage effectively in a climate of change. • Plays an active role in shaping and delivering organisational change and identifying lessons learned.
Professional Excellence	• Uses specialist professional/technical expertise and operating knowledge to its fullest extent, where appropriate. • Recognises the need to refer to others' expertise and acts accordingly. • Is a member of appropriate professional body or technical association, where appropriate. • Pro-actively undertakes continuous professional development either within Museum or externally. • Engages with professional networks.

Strategy & Leadership	• Articulates the Museum's purpose and objectives and supports their team to see their role within it. • Actively shares experience and knowledge with team and, where appropriate, the wider Museum to develop understanding and knowledge. • Confidently engages with stakeholders and colleagues at all levels, both internally and externally. • Motivates and provides confidence to team members, allowing them to utilise their skills and knowledge and act with relevant level of autonomy.
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The following are desirable:

COMPETENCY	DETAILS
Additional competencies	• An interest in history or the RAF. • Significant experience in project management or a project management qualification

Date modified: 25/9/24

Modified by: Vicky Hibbert

Approved by: Kam Sandhu-Patel