

# Museum of Brands

## Museum Director Recruitment Pack

April 2024

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## Letter from the Chair

Thank you for your interest in the role of Museum Director at the Museum of Brands replacing Anna Terry who joined us as Museum Manager in 2006 becoming Museum Director in 2021.

The Museum of Brands is a unique and evocative place with consistent visitor numbers and a track record of significant grant funding. We are sitting on an untapped resource in the collection on loan from the founder Robert Opie which is made up of an estimated half a million objects.

In the last few years, the museum has navigated the pandemic, successfully sought funding both to enable it to continue operation, deliver our celebrated 'Living Brands' dementia programme and to deliver a major exhibition in partnership with HAT this November celebrating the women working in advertising in the 1980s called Adwomen.

The Museum is now entering a period of consolidation to stabilise its income and its offer as well as embarking on the next ambitious phase of development as outlined in our 5 year strategy.

The successful candidate will be someone who understands the demands of running a small, independent museum as well as being able to deliver its ambitious plans for the future. They will be able to work effectively with trustees, staff and stakeholders to help the Museum grow and thrive.

We hope you will want to join us on this journey and look forward to your application.

Best wishes

*Toby*

Toby Hoare  
Global Client Lead – WPP Unilever Team

## Our Core Purpose

### ***We connect generations through consumer culture and the products and brands that continue to change British lifestyles***

The strength of the museum collection is consumer packaging, and its ability to evoke personal memories and create fun experiences.

Our goal is to secure the Museum and preserve its extraordinary collection so that it can continue to record and reflect the significance of British consumer culture.

The Museum of Brands was established in 1984 by consumer historian Robert Opie. We offer an emotional and nostalgic connection to British lifestyle and culture through permanent displays in the Time Tunnel, temporary exhibitions, activities and talks. Starting in the Victorian era, the museum spans decade by decade over 200 years of British consumer culture, showcasing historic and contemporary household packaging, toys, magazines, wartime ephemera, technology, travel, fashion and royal souvenirs, offering visitors a chance to discover changing design, branding and packaging trends. The Museum is an independent educational charity that has an outstanding learning department which reaches 10,000+ individuals each year, offering workshops, activities, and resources for learners of all ages. We deliver external events, with 150 hires per year from organisations ranging from household brands to national charities, and host 15 professional development talks per year from well-established speakers within the marketing and advertising industry. Our Living Brands project is a three-year outreach programme from 2022 for people living with dementia and their carers, designed to encourage reminiscing through creative activities based on boxes filled with historic branded products. The Museum of Brands is funded by income generated through admissions, commercial activities and fundraising and is a registered Charity (No. 1093538).

### **Our Values**

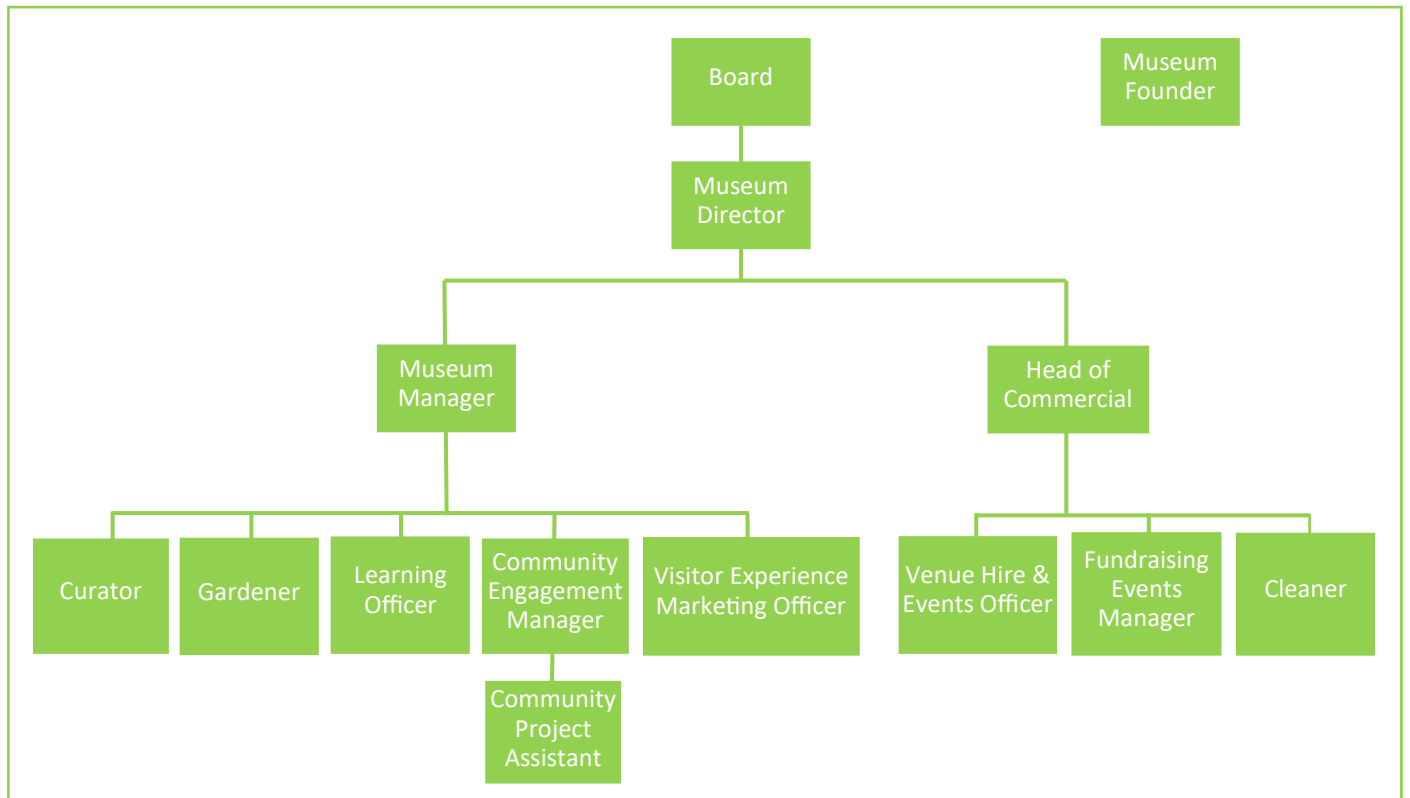
***Inquisitiveness*** - by its very nature, collecting is an inquisitive pursuit; the on-going and eclectic nature of the collection appeals to anyone who is curious about the world around them.

***Innovation*** - from the introduction of the colour printing process to the development of tin boxes, airtight tins and preserving food in cans, the packaged consumer goods industry has championed developments and innovations that have made a real difference to consumers' lives. The Museum shines a light on the industry's continued contribution to world issues such as sustainability, equality and globalisation.

***Playfulness*** – people's relationships with brands can be complex but the most common response when visiting is one of fun and nostalgia – the Museum helps people understand why they feel the way they do about their favourite brands.

***Authenticity*** – a successful brand is one that is true to its values, the Museum reveals the story behind brands – their spirit, visual identity, packaging innovation, advertising campaigns etc and highlights those with authenticity as well as the 'one hit wonders' and those that have lost their way and consequently their place in the public's affections.

# The Museum Team



# MUSEUM DIRECTOR JOB DESCRIPTION

The Museum of Brands is seeking a new Museum Director to lead the Museum's operational management and future development at an exciting time for the organisation.

The Museum Director will be responsible to the Trust Board and lead on day-to-day management, business development and forward planning including generation of funds to enable the Museum of Brands to operate successfully. The Museum Director will oversee all financial matters (with our outsourced accountants working on the Xero accounting system), staff management and management of the museum's spaces, services and collections.

The Museum Director, together with the Board and the collection's founder Robert Opie, will be responsible for delivering the Museum's strategy, and providing strong organisational leadership.

## KEY RESPONSIBILITIES

### **Strategic Leadership**

- Work with the Board to deliver the Museum's vision and five year strategic plan.
- Work with the Board on implementing the next stage of the Museum's development plans.
- Develop and drive the Museum's fundraising strategy to achieve financial stability and successful development.
- Secure 25% of annual income from grants, either as lead for drafting applications, or by creating resource to deliver this.
- Advocate for the Museum to secure new partnerships, sponsors, and donors.
- Continue the Museum's commitment to diversity and inclusion in all aspects of its work.

### **Operational Management**

- Lead, manage and be accountable to the Trust Board for the day-to-day operation of the Museum in line with the purpose and objectives of the organisation.
- Provide strong leadership and management to the staff and volunteers.
- Develop and implement recruitment, training, staff policies and plans to maintain a skilled, effective and motivated workforce.
- Be responsible for the good reputation and public face of the Museum, raising its public profile.
- Develop and maintain good relations and partnership working with Robert Opie and the full range of stakeholders.
- Ensure ongoing evaluation methodologies and data capture tools are in place in order to provide accurate reporting and advocacy.
- Be responsible for the quality of the visitor experience, seeking to improve provision where possible.
- Develop and oversee the implementation of audience development, marketing and social media strategies.

### **Financial Management**

- Oversee the financial management of the Museum.
- Manage an annual budget prepared jointly with the Treasurer and agreed by the Trustees.
- Make funding applications as appropriate to suitable grant giving bodies and implement and monitor successful applications.

- Develop income generating strategies, overseeing venue hire and other commercial opportunities, which will increase earned income for the Museum.
- Oversee and contribute to the production of the annual audited accounts.

### **Collections and Engagement**

- Support, advise and oversee the care, management, security and development of the Museum's collections including acquisitions, disposals and any incoming and outgoing loans.
- Ensure Museum standards are maintained in the care of the Museum and its collections, and their interpretation and display.

Ensure that the Museum provides the high-quality education, outreach and learning opportunities for diverse audiences that are central to the Museum's core mission.

- Oversee the delivery of the Museum's public programmes including temporary exhibitions and events, together with a strong digital presence.
- Develop and implement plans to improve the digital presence of the Museum collections
- Develop plans for a reinterpretation of the Museum, its collections and stories which is a key strand of the organisation's strategic plan.

### **Governance**

- Report to the Board of Trustees, attend the Trustees meetings which are held 4-6 times a year, and act as Secretary to the Board of Trustees.
- Oversee the development and maintenance of policies, plans and procedures to ensure that the Museum meets all relevant legal requirements.
- Ensure that necessary security, health and safety and any other required audits and risk assessments are carried out and that procedures are being followed to ensure compliance with all relevant legislation.

### **Other**

- Act as a keyholder and first contact on emergency alarm callouts.
- Act as a fire marshal during any evacuation procedure and a First Aider (training will be provided)
- Undertake opening/closing and Welcome Desk tasks as required (to include issuing visitor tickets, carrying out shop sales, operating the till and card machine).
- Any other duties as reasonably requested by the Trustees.

## PERSON SPECIFICATION

Quality	Essential	Desirable
<b>QUALIFICATION &amp; TRAINING</b>		
Educated to a degree level or equivalent experience	Yes	
Relevant industry qualification such as Museum/Heritage/Cultural Studies or relevant related qualification	Yes	
<b>EXPERIENCE &amp; KNOWLEDGE</b>		
At least five years management experience at a senior management level gained in the arts, museum, entertainment or cultural sector or other equivalent experience, with knowledge of boards and governance.	Yes	
Experience of leading, managing, inspiring and developing staff and volunteers	Yes	
Understanding of museum best practice in working with and developing collections and displays	Yes	
<b>SKILLS &amp; COMPETENCIES</b>		
Good interpersonal, negotiation and influencing skills	Yes	
Able to communicate effectively verbally and in writing with a diverse range of audiences, stakeholders, press and media	Yes	
Ability to build rapport and maintain effective relationships with stakeholders and partners	Yes	
Entrepreneurial flair to generate funds and a good understanding of financial planning, budgeting, venue hire and other contract management	Yes	
Experience of writing and/or supporting National Heritage Lottery Funding and/or other heritage and arts grant applications		Yes
Experience of alternative funding sources including crowd funding, sponsorship, and individual giving		Yes
Ability to effectively use the Microsoft Office 365 suite and the confidence to learn other software packages	Yes	
Excellent organisational skills, an ability to meet deadlines and manage concurrent tasks and priorities	Yes	
<b>GENERAL ATTRIBUTES</b>		
Creative and innovative with the ability to think strategically	Yes	
Excellent people management skills, and the ability to lead and work collaboratively in a friendly and helpful manner	Yes	
An ability to work independently on own initiative, as well as collaboratively as part of a team	Yes	
A flexible approach and the ability to undertake some weekend and evening duties	Yes	
A commitment to your own continuing professional development	Yes	

## TERMS OF APPOINTMENT

Reports to:	Chair and Board of Trustees
Direct Reports:	Head of Commercial Museum Manager
Hours:	Full time (40hrs per week). 80% hours will be considered (32 hrs per week). Flexible about how the hours are allocated. Normal working days are to include agreed weekend working and occasional evening events.
Salary:	£50,000 pa – The successful candidate will be engaged as an employee and receive a pension contribution, holiday pay and other benefits.
Review:	Salary reviewed annually, although annual increases are not guaranteed.
Location:	Museum of Brands W11 1QT. Whilst some work from home may be possible it's important to both Board and Staff that the Director is on site at least 3 days per week to ensure that operations run smoothly.
Annual leave:	20 days rising by 2 days after 3 years, plus statutory days.
Notice:	The position is subject to a three-month probationary period. The notice period is four weeks by either party during the probationary period. On successful completion of probation, the notice period is three months.



## APPLICATION PROCESS

For an informal discussion with the Chair or a board member please email: [emily.atkinson@wpp.com](mailto:emily.atkinson@wpp.com)

To apply for the post please send a CV and covering letter explaining why you are interested in becoming Museum Director to Toby Hoare by email [anna@museumofbrands.com](mailto:anna@museumofbrands.com)

Closing date for applications is 10.00am Monday 13th May 2024.

Interviews will take place week commencing May 20th in person at the Museum of Brands.

Final candidates will be invited to visit the Museum with the current Director to meet staff on 30th May or 3<sup>rd</sup> June 2024.

The post will be offered subject to two satisfactory references. Referees will not be approached before a job offer is made.

We hope that the successful candidate will be able to attend the next Board meeting on 13<sup>th</sup> June at 10am at the Museum.