



Business Manager, Petersfield Museum

JOB TITLE	Business Manager
LOCATION	Petersfield Museum, Petersfield, Hampshire, GU32 3HU
SALARY	£26,000 - £30,000 per annum for an initial two-year fixed term
RESPONSIBLE TO	HR Trustee
HOURS OF WORK	37.5 hours per week including at least one weekend day a month and evenings as required
ANNUAL LEAVE	22 days plus Bank Holidays
JOB PURPOSE	<p>As the inaugural Business Manager of Petersfield Museum, you will have responsibility for the delivery of the financial objectives of the Museum's Business Plan and work with the Museum team to deliver the Museum's Heritage Lottery Fund project.</p> <p>Once the Museum is open you will be jointly responsible for the day-to-day operation of the organisation with an agreed emphasis on the business and financial aspects in order to achieve or over-achieve our stated objectives, including preparing funding applications to support income generating activities.</p> <p>Whilst the post is initially for a 24-month fixed-term it is the Museum Trustees' plan to extend the term if the initial post-holder is successful in their role.</p>

BACKGROUND

The ambition of the Pathways to the Past Project is to create a step change in how audiences engage with the museum that is enduring in the long term. The HLF Project aims to enable the museum to fulfil its vision:

Situated at the foot of the South Downs within England's newest National Park, Petersfield's Museum will be a focal point for the area's unique history and cultural heritage. It will be at the heart of local life and a compelling attraction for visitors from further afield. Historic buildings and contemporary architecture with welcoming social areas and stimulating learning spaces, wide ranging, engaging collections and diverse educational and events programmes will inspire visitors of all ages to investigate and explore further our region's many historic and cultural assets.

The project will transform the museum buildings, exhibitions and programmes, improving dramatically what the museum can offer the public. It will create the capacity to ensure that the museum is successfully integrated into the visitor destination of the South Downs National Park at the same time as being strongly rooted in the local community, putting Petersfield Museum on the map for local people and day-trippers alike. The project aims to connect with young people, families, visitors to the South Downs National Park and special interest groups and researchers.

Enthusiasm, flexibility and a "can do" attitude are prerequisites for this position. Application is by CV with covering letter which should be no more than two sides of A4.

Closing date: Friday 21st December 2018

Applications may be sent by post or email to:

Katherine Mills, Curator

Petersfield Museum, St Peters Road, Petersfield, Hampshire, GU32 3HU

curator@petersfieldmuseum.co.uk

01703 262601

KEY RESPONSIBILITIES

1. Major Capital Development Project – “Pathways into the Past”

Active involvement in, and engagement with, this major development as determined by the Trustee Project Manager and Project Board. See below for examples of specific inputs. Work closely with the Project Board and Project Teams and actively contribute to the delivery of the various strands of the development project.

2. Strategy and Finance

- 2.1. To achieve the financial requirements of the Museum’s Business Plan.
- 2.2. To have Business Plan responsibilities for the Museum which will focus on achieving predicted visitor numbers and ensuring secondary spend is maximised on site, including catering, retail and events.
- 2.3. Preparing and writing funding applications to statutory bodies and other grant-making organisations.
- 2.4. To formulate, agree, manage and be responsible for the commercial hire of the meeting room and other hireable spaces.
- 2.5. To oversee our daily retail offer, working with colleagues and/or volunteers on the operation of a profitable and relevant shop.
- 2.6. Work with colleagues to ensure that all museum activities take into account the potential for income generation.
- 2.7. Work with the Curator and Marketing Trustee to develop marketing and promotional materials in order to increase visitor numbers and spend.
- 2.8. Build and maintain mailing list and membership using eTapestry Customer Relationship Management system.
- 2.9. Management of operational, trading and project-based budgets.

3. Operations Management

- 3.1. Joint management responsibility with the Curator for the Learning & Community Engagement team.
- 3.2. Oversight of Front of House volunteers.
- 3.3. Working with the Curator, ensure that all volunteers are recruited, trained and developed.
- 3.4. In collaboration with the Curator, ensure the protection and security of the museum buildings, including health and safety and risk assessment.
- 3.5. Take appropriate action to ensure compliance with the General Data Protection Regulation (GDPR) and this should include ensuring awareness and commitment of all staff, volunteers and Trustees.
- 3.6. Day-to-day responsibility for building maintenance, including security, housekeeping and cleanliness of the site.
- 3.7. Ensure compliance with statutory and organisational regulations including Health and Safety, Safeguarding, fire, security and emergency policies and procedures and risk management. You will have responsibility for any on-site licenses that may be required – including sale of alcohol.
- 3.8. Act as Duty Manager when required.

4. Access and Interpretation

- 4.1. Jointly with the Curator, identify opportunities to combine increased access to the collections with income generation, e.g. through leasing out paintings and charging for use of photographs
- 4.2. Together with the Curator and Learning & Community Engagement Officer, promote and arrange new opportunities for audiences to engage with the museum and collections during the period of redevelopment and closure of the museum buildings.
- 4.3. Active involvement with the Curator and Learning & Community Engagement Officer for delivery of the Heritage Lottery Fund Activity Plan with a view to maximising income.
- 4.4. Shared responsibility with the Curator for answering public enquiries.
- 4.5. Working with the Curator to maximise income from the redeveloped museum exhibitions programme.
- 4.6. Working with colleagues to run major public events, with a view to increasing awareness and maximising income.

5. Governance, HR and representation

- 5.1. Contribute effectively to Board meetings; for example, through regular reports about progress against agreed objectives and the development of policies and plans, e.g. relating to Key Financial and Operational Performance Indicators and strategic and business planning.
- 5.2. Contribute effectively to the HLF Project Board meetings and report progress from working groups accordingly.
- 5.3. Contribute to the overall success of the organisation, including attracting new audiences and delivering high quality visitor experience.
- 5.4. With the support of the HR Trustee, ensure that appraisals of the Learning & Community Engagement team are carried out effectively, for example through the identification of training and development opportunities.
- 5.5. Report as required to Trustees and other internal and external bodies, e.g. HLF or Arts Council England.
- 5.6. Represent Petersfield Museum as requested at stakeholder events, meetings, private views, events etc.
- 5.7. Represent Petersfield Museum on external bodies as required.

6. Any other responsibilities and duties

This job description outlines the principal responsibilities and duties of the post holder. It is not meant to be, nor is it, an exhaustive list of specific responsibilities and duties. The post holder will be expected to undertake any other duties which could reasonably be expected as being within the remit of the post and which arise out of changes to legislation, regulations, orders, rules and working practices, methods and procedures and reviews, as directed from time to time.

PERSON SPECIFICATION

ESSENTIAL	DESIRABLE
QUALIFICATIONS	
<ul style="list-style-type: none"> • Degree or equivalent in a relevant discipline e.g. business management in a heritage setting. 	<ul style="list-style-type: none"> • First Aid at Work
EXPERIENCE	
<ul style="list-style-type: none"> • A minimum of 3 years management experience. • Experience of working in a visitor attraction attracting 20,000 visitors per annum. • Experience of managing day to day site based operations, particularly in a heritage operation. • Experience of delivering a Business Plan. • An innovative and entrepreneurial approach to generating new income sources. • Proven track record of managing budgets and margins to maximise sales, income and control costs. • Experience of delivering exceptional levels of customer service. • Experience of supervising and working with volunteers. • Experience of managing operational risks, including how to assess and manage risk effectively. 	<ul style="list-style-type: none"> • Experience of managing a diverse team including paid staff and volunteers. • Experience of preparing reports for senior managers and Trustees. • Experience of working with collections and curatorial and/or learning teams. • Experience of recruiting staff, including seasonal staff and volunteers.
KNOWLEDGE	
<ul style="list-style-type: none"> • Knowledge of all Health and Safety compliance, fire, security and emergency procedures. • Understanding EPOS systems for use in ticketing, retail and catering. • Advanced IT skills (Microsoft Office). • Active interest in arts and heritage. • Proven knowledge of principles of optimising visitor enjoyment. 	<ul style="list-style-type: none"> • Knowledge of basic HR practices including performance management and sickness absence. • Ability to programme and operate EPOS till systems. • Experience of using a CRM system; especially e-Tapestry.
SKILLS	
<ul style="list-style-type: none"> • Able to motivate staff and volunteers and lead by example developing good collegiate working relationships. • Demonstrate a consistently high standard of customer service with an eye for detail and a strong ability to be proactive in all tasks. • Able to take responsibility and make 	

<p>decisions as required and authorised.</p> <ul style="list-style-type: none"> • Excellent written and verbal communication skills including public presentation, facilitation and training experience. 	
<p>QUALITIES</p>	
<ul style="list-style-type: none"> • Team player. • Has a positive attitude and can-do approach. • Organised, disciplined and self-motivated. • Energetic and driven. • Ability to manage and prioritise busy periods of activity in a calm manner. • Ability to manage own personal and professional development and a willingness to learn. • Commitment to Equal Opportunities, Cultural Diversity and exceptional and inclusive customer service. 	