



Main Duties and Responsibilities:

Programme Manager

The Programme Manager will manage the museum's communities and learning programmes and its volunteering offer, and support increased participation in the creative power of football (*Football Creates*). The post will manage a team of Participation Producers and the Volunteer Coordinator, comprising both core and NPO-funded roles, as well as working with the Director of Content to provide strategic direction for the team and support growth of community-focused outputs.

Role family: Content
Rank: B
Line Manager: Director of Content

Management / Supervision:

Participation Producers, Volunteer Coordinator, Freelancers

Areas of responsibility and accountability:

Overall Purpose of the Post

- To manage and lead the Communities and Public Programme Team in the strategic development and delivery of the museum's communities and learning programme, both on-site and off-site
- To maximise public access to NFM's collections and stories to support equity, diversity and inclusion through leading co-curation, community engagement and volunteer projects
- To maximise the income-generating potential of the community and learning programme
- To be a proactive member of the Content Management Team, and the wider Heads of Departments, to support project management and cross-departmental working, and to effectively support the development and delivery of programmes, exhibitions and digital content in line with the museum's Action Plan and *Football Creates* agenda

Key Responsibilities

Departmental Management

- With the Director of Content, to lead on the development of a Communities and Young People Strategy, and to oversee delivery of this strategy by the Communities Team
- To lead on the development of an impact framework for engagement with communities, and to oversee the delivery of this strategy

- To lead, manage and develop the Communities Team, including setting and monitoring departmental and individual objectives and KPIs, and supporting professional development
- To manage the Communities Team to deliver a rich and diverse programme for a range of audiences, in line with organisational priorities and objectives, and in collaboration with other departments (in particular Collections, Projects and Visitor Experience)
- To profile and manage the Communities Budget, identifying priorities for spend and opportunities for income generation
- To lead on the management of grant-funded projects or relevant elements of such projects
- To keep up to date with 'best practice', legislative standards and industry developments/ improvements relating to community engagement and programmes, learning and collections access
- To lead the Communities Team to embed principles of co-creation and participation into the community programme, including identifying examples of best practice and arranging training and CPD
- To proactively identify and develop relationships with organisations, partners and freelancers to support positive outcomes and *Football Creates*

Public and Communities Programmes

- To develop a programme of engagement, events and projects both in the museum and beyond, which supports delivery of the museum's strategic priorities and Action Plan, in line with the *Football Creates* agenda.
- To oversee and manage the delivery of the communities and public programme, including working with colleagues across the organisation to ensure excellent facilitation of engagement and events
- To oversee the development of resources to support the visitor experience within the museum such as trails, tours and other interventions
- To identify opportunities to co-develop and deliver outcomes with external partners, and to lead the Communities Team to facilitate these
- To ensure that the communities programme delivers legacy for both the museum and for partners and participants, and that outcomes are effectively recorded and evaluated

Schools and Learning

- To lead on development of the schools programme to support strategic priorities and income generation
- To oversee the delivery of the museum's schools programme in line with museum targets and priorities
- To support the Participation Producer (Schools and Families) in the development of new sessions, embedding best practice to deliver outcomes based on the *Football Creates* strategy
- To ensure that data collection is carried out in line with reporting requirements
- To lead on evaluation of the schools programme, inviting feedback from schools and participants and ensuring that this is embedded into future planning

Projects (Exhibitions and Galleries)

- To be an active member of the Programming Prospects Group, feeding into the development of exhibitions and programmes, and identifying opportunities for communities and public programming outcomes
- To work with the Collections Manager and Project Manager to support the development of programming relating to gallery and exhibition content
- To allocate members of the Communities Team to project teams and support them to deliver exhibitions, gallery updates and related programming

Volunteering

- To lead on the development of a Volunteering Strategy
- To lead on the management of the volunteer programme, including facilitating budgets and managing the Volunteer Coordinator to oversee the day-to-day aspects of the volunteer programme
- To work with colleagues across the organisation to identify volunteering opportunities in other departments and to champion increased volunteer engagement throughout the organisation
- To oversee data collection and reporting for the volunteer programme

Reporting and KPIs

- To oversee collecting and collating data for Communities and Public Programmes to support reporting in line with required KPIs (e.g. MCC and NPO)
- To assess and review processes for data collection and evaluation, and to lead on developing effective process for this within the communities and public programme
- To identify areas of concern and work with the Director of Content to mitigate these

Income Generation

- To proactively identify and develop opportunities for income generation related to the community and learning programmes
- To support the Director of Content and Fundraising Manager to identify and develop grant applications to support community and learning work and other related activities
- To identify potential sponsors and stakeholders, and support the Director of Content to build and maintain relationships to support income generation
- To support the team to achieve departmental income targets as identified in the annual budget

Other

- To work with the Marketing Team to ensure that Communities and Public Programme outputs are promoted and celebrated through digital channels
- To embed environmental responsibility into all aspects of departmental work, being proactive to identify opportunities to reduce carbon footprint and to engage visitors in related topics
- To proactively identify opportunities for personal development, and take part in training and skills development as offered by the organisation
- To take positive action to promote Equal Opportunities and diversity in all aspects of the work of the NFM

- To agree to abide by NFM policies, such as health and safety, child protection etc., and to act as a Safeguarding Lead for the organisation
- Any other duties consistent with the level of the post

KPIs:

- Audience data and feedback
- Impact
- MCC KPIs
- NPO reports

Health and Safety Responsibility:

- Employee
- Head of Dept

Person Specification

Essential Knowledge, Experience and Skills:

- Extensive experience of managing a team to deliver a range of outputs, ensuring that targets and desired outcomes are achieved
- Extensive experience of developing and delivering creative programmes in the Heritage or Arts Sector
- Experience of delivering engagement activities to a range of audiences, and a strong understanding of how such activities can be adapted and developed to suit different needs
- Experience of collecting and recording data, and using this to evaluate projects and programmes as part of a reporting process
- Experience of working with Audience Development Strategies to guide priorities and support the development of programmes
- Experience of recruiting and managing freelancers
- Experience of managing budgets
- Knowledge of current challenges and opportunities in the museums and cultural sector, and of best practice in developing and delivering creative programmes

Desirable Knowledge, Experience and Skills:

- Experience of developing programming and communities strategies
- Experience of developing evaluation frameworks and leading on the implementation of evaluation processes
- Experience of using project management approaches to develop and deliver outputs
- Experience of working within an Arts Council England funded organisation and an understanding of the requirements for delivery and reporting
- Knowledge of football heritage and culture

Essential Qualities and Abilities:

- Ability to build effective relationships to support the delivery of cross-departmental outcomes, and to lead project teams to do this
- Ability to work effectively as part of a team to deliver agreed outcomes
- Ability to work flexibly to produce high quality outputs for communities and visitors

- Good verbal and written communication skills, and experience of communicating with a range of audiences
- Able to remain calm under pressure and to prioritise and meet deadlines
- Excellent project management, time management and problem-solving skills
- Good understanding of the education sector, the National Curriculum and current learning agendas