

Job Description

Job Title	Deputy Director (Finance, Programmes & Commercial Operations)
Organisation	Avoncroft Museum of Historic Buildings
Location	Avoncroft Museum, Stoke Heath, Bromsgrove, Worcestershire, B60 4JR
Type	Permanent, full-time (35 hours per week) including some weekends, evenings and Bank Holidays
Salary	£27,000 per annum
Reports to	Director
Responsible for	Programmes & Marketing Manager, Commercial Services Manager and Senior Finance Officer (and their reporting staff)
Job Ref	DDI9

Job Purpose

The role of Deputy Director is to work closely with the Director to lead the development of Avoncroft Museum, grow its audiences and ensure its financial sustainability as it goes forward. The Deputy Director acts as operational manager for the Museum, including its trading company. Together with the Director and the Head of Collections & Interpretation, the Deputy Director is part of the senior management of Avoncroft Museum.

Key Responsibilities

- Manage all day-to-day Museum operations and financial performance, to ensure visitor satisfaction, generate revenue surpluses and ensure the profitability of the Museum's activities
- Work closely with the Director and Head of Collections & Interpretation to develop and deliver integrated plans for the Museum's growth and development based on the Museum's 20-year Vision
- Propose the strategy for Museum events, activities and marketing and ensures the programmes of events and activities, courses and learning are delivered accordingly
- Seek to achieve growth in overall visitor numbers to the Museum
- Ensure visitors and customers have a memorable and meaningful experience
- Ensure the Museum is marketed to a wide range of audiences and follows a marketing plan/strategy
- Act as business manager for the Museum's trading company (Avoncroft Enterprises Ltd)
- Responsible for the management of all financial processing
- Work with the Director and Head of Collections & Interpretation to contribute to grant applications for Museum projects and ensure grants are spent in accordance with conditions
- Deliver the Museum's environmental strategy
- Responsible for managing and implementing the Museum's Health & Safety policies and maintaining Health & Safety records

- Deputise for the Director in his absence
- Prepare regular written reports and report in person about their areas of work, to the Museum's Council of Management (Trustees) and Enterprises Board of Directors
- Act as Weekend Manager at the Museum one weekend day in eight and a Senior Manager on-call one weekend in four, as scheduled

Key Duties

Finance

- Ensures detailed and accurate accounting of all financial transactions and financial management procedures meeting relevant financial standards
- Oversees the production of monthly financial management accounts for both the Museum and its trading company and manages cash flow of both organisations
- Liaises with Museum's Hon. Treasurer and external examiners re audit, financial procedures, annual accounts
- Submits annual returns to Companies House and The Charities Commission and makes necessary updates to changes throughout the year. Ensures accurate and timely VAT and Gift Aid returns to HMRC are submitted as required
- Provides financial advice to staff for budget monitoring and forward financial planning
- Acts as signatory to the Museum's and trading company's bank accounts and ensures that all spending by staff or volunteers meets appropriate authorisation and delegated authorities
- Along with all budget holders, assists the Museum's Director in preparing the Museum's annual budget for presentation and approval by the Museum Council/Enterprises Board
- Manages and reconciles all of the Museum and its trading subsidiary's bank accounts, to ensure accurate accounting
- Oversees the maintenance of the Museum's building and equipment Fixed-asset Register and trading subsidiary's Fixed-asset Register

Commercial Services and Visitor Experience

- Develops a 3-year forward strategy for the trading company, which includes retail, milling, catering, hospitality and other opportunities for commercial activity. Delivers the strategy through planned staff goals and targets
- Increases and develops the sales opportunities across the Museum including existing and new retail and catering spaces
- Improves overall profitability of Enterprises through rigorous purchase, production, development and merchandising strategies. Ensures the introduction of new technology and systems to maximise sales and track stock holdings
- Ensures the Museum and trading company meets all relevant compliance standards for trading and licensed operations, public access, and health & safety
- Ensures staff deliver a high level of service to all visitors and customers of the Museum
- Leads in the delivery of the Museum's visitor-focussed ethos, ensuring all aspects of the visitor experience are considered

- Responsible for the carrying out of daily inspections of all buildings, facilities and site presentation in advance of opening to the public and ensuring any issues are addressed speedily by the appropriate member of staff
- Ensures that the Gift Aid Scheme is promoted effectively and the value of all admissions and small donations is maximised

Programmes and Marketing

- Plans and delivers the Museum's marketing strategy as agreed with the Director and Museum Council. Targets identified key markets and audience segments and uses appropriate promotional methods to reach them
- Promotes all aspects of the Museum and its work, including raising funds, preserving and rescuing historic buildings, interpretation of the collections, the Museum's services to visitors and customers such as catering, retail and hospitality and the Museum's public programmes
- Overall responsibility for the planning and delivery of the Museum's learning, events, activities and courses programmes. Works at key events each year (including Bank Holidays) and other weekend and evening events as required, to ensure quality of delivery and to be able to feed into future strategies and plans
- Continually reviews and evaluates programmes and marketing against key targets including audience reach, financial performance and visitor satisfaction
- Ensures the Museum's online presence, including website and social media accounts, is actively and appropriately developed, as one of the Museum's main marketing tools
- Controls the consistent use of the Museum's brand and its implementation both internally and externally

Health & Safety

- Responsible for the Museum's compliance with Health & Safety regulations and requirements, working with the appropriate post-holders to ensure safe working practices and accurate record keeping
- Manages all site service contracts and contractor on-site work permits

Personnel & staff management

- Plans work programmes and provides active and supportive management of line-managed postholders
- Carries out regular goal-setting and appraisals for their staff teams according to Museum policy
- Fosters excellent co-operative working across the Museum staff and volunteer team on projects or initiatives, to bring together the right combination of skills and knowledge

Other duties

- Oversees the procurement and roll-out of new finance, customer relationship management and point of sale IT systems
- Complies with all Avoncroft Museum Policies and Procedures
- Carries out any other duties which are reasonably required by the Director
- Works weekends, evenings and Bank Holidays when required

Person Specification & Eligibility Criteria

Education and Qualifications

Essential

- Educated to degree level or equivalent
- Current valid driving licence and reliable form of transport to the Museum at all hours

Desirable

- Accounting or finance qualifications
- Qualifications in another relevant field (Commerce, Marketing, Business, Project management, etc)
- Post-graduate qualification in Museum Studies, Heritage Management or similar
- Vocational qualifications in a relevant field
- Health & Safety qualification

Relevant Experience and Skills

Essential

- At least 3 years experience of managing operations in a visitor-focussed environment (ie visitor attraction or leisure, retail, hospitality, service business)
- Entrepreneurial attitude – able to see opportunities to introduce new products or services and generate profits from them within an overall strategy
- Experience of line-management and motivating staff or volunteer teams and individuals
- Experience prioritising and managing multiple tasks and projects simultaneously and good ability to delegate effectively
- Experience of budget setting, monitoring and management
- Well organised and good time-management skills and able to work with others in an adaptable and co-operative manner
- Strong administration skills and able to both create and adapt systems and processes
- Experience working to tight deadlines under pressure
- Able to perceive and maintain high standards of presentation
- A high level of IT skills in a business context and recent use of Microsoft Office packages including Word, Outlook, Excel and regular Internet user
- Pays attention to detail and accuracy
- Excellent communication skills, both verbal and written
- Self-motivated and ability to use own initiative
- Experience of delivering high quality customer service both personally and through a team
- Ability to promote the Museum and its services to all sections of the general public

Desirable

- Business management experience in a trading company, retail and/or charity environment
- Recent and regular use of accounting software package
- Dealing with contracts and their terms and conditions
- Commissioning and supervision of contractors
- Planning and delivering large-scale events
- Management of a website, blog, and commercial or charity social media accounts
- Working in a cultural/museum/heritage environment

Knowledge and Awareness

Essential

- Awareness of Health & Safety Legislation
- Understanding of safeguarding issues
- Understanding of equality and diversity issues

Desirable

- Understanding of cultural audience segmentation and marketing methods
- Understanding of profit & loss, balance sheet and management accounting, preferably in a charity environment
- Knowledge of payroll
- Understanding of capital allowances and depreciation
- Interest in heritage, museums and/or historic buildings
- Understanding of retail practices, stock take, merchandising & product development
- Knowledge of food retail, including preparation, margins and food safety practice
- Understanding of the purpose and benefits of volunteering to both the volunteer and organisation

Eligibility Requirements

Working at Avoncroft and this post are subject to some eligibility requirements. It is your responsibility to prove that you meet them:

- Age requirement
- Nationality requirement
- Charity Commission rules for disqualification
- Criminal record requirement
- Health requirement

Age requirements

Applications for this post must be over the age of 18. There's no upper age limit for applying and there is no default retirement age.

Nationality requirements

You must be a British citizen, an EEA national, Swiss national, or a Commonwealth citizen or foreign national with no restrictions on your stay in the United Kingdom or your right to seek paid employment. You must produce your passport if the Appointing Officer asks to see it.

Charity Commission rules for disqualification

This role is regarded as a Senior Manager under the Charity Commission rules and therefore is subject to rules which automatically disqualifies certain individuals from holding this position, unless they have applied and been granted a waiver by the Charity Commission. As part of the application process, and annually thereafter, you will be required to sign a declaration that you are not disqualified or have a valid waiver. You will also be subject to record checks to verify your declaration and if you are found to be disqualified or become disqualified, it could result in disciplinary proceedings or dismissal.

Criminal Record requirement

This post is 'exempt' from the *Rehabilitation of Offenders Act 1974* and therefore you are required to declare any convictions, cautions, reprimands and final warnings that are not "protected" (i.e. filtered out) as defined by the *Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013)*.

You will be subject to a standard or enhanced Disclosure and Barring Service (DBS) check and you will be asked to complete a DBS application if offered the post. All such offers are deemed conditional upon a satisfactory check.

Any declaration, form, and subsequent certificate from the DBS will be treated as strictly confidential. Failure to disclose all convictions, cautions, reprimands or final warnings that are not "protected" could result in disciplinary proceedings or dismissal.

Health requirement

The successful application will be required to complete a health questionnaire and, if required, attend a physical examination by a doctor.

Previous applications

Applicants who have previously applied to Avoncroft Museum for employment are eligible to re-apply. The successful candidate will be chosen based on performance at interview and best match for relevant experience and qualifications needed for this post.