



# Director of External Affairs Recruitment Pack





# Welcome

Dear Candidate,

Thank you for your interest in this pivotal role at the Museum of London. This is one of the most thrilling and rewarding roles and one which offers a real opportunity to make a long-lasting and very real difference for London.

As our Director of External Affairs, you will harness the power of our brand and our relationships to help to drive forward a series of major capital fundraising campaigns that will deliver transformational change for the Museum and getting Londoners from every walk of life behind these projects.

You will play a significant role in helping the Museum to realise its vision in extraordinary ways to become one of the most well-known and innovative cultural destinations in the UK and worldwide. As a key member of the Executive Team, you will work closely with the Director and the Board to build support, income and partnerships and significantly increase our brand awareness and audience participation.

We need someone who is incredibly ambitious for the organisation who brings experience and a broad track-record of working on game changing projects with high-profile organisations. You will bring ready contacts from across government, funders and the media and will actively leverage these relationships on behalf of the Museum.

We believe that diversity, inclusion and creativity go hand in hand. Having people with a diverse range of experiences and views mean that we are able to provide museums which are meaningful to a wider range of visitors and creates a more welcoming environment to a wider range of people. We particularly welcome applications from disabled, Black, Asian and ethnically diverse candidates, who are currently under-represented in our organisation.

If you have the ambition, drive and determination to take on this fantastic opportunity, I'd love to hear from you.

Sharon Ament  
Museum Director



# About Us

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**We are here to enrich the understanding and appreciation of London and all its people – past, present, future. The Museum of London is a home for learning, exploration and adventure, we aspire to be a force for good in London as London must be for the world.**

Next year we will become The London Museum as we adopt a new brand identity. This will mark publicly a moment of organisational transformation and the beginning of a new era as we re-launch our Docklands Museum in 2023 and run full pelt towards the opening of our museum in Smithfield in 2026.

Like London, working here will provide you with the opportunity to come together with positive and professional people who have a wide range of skills, abilities, experiences and perspectives, all of which we celebrate.

## Culture and values

Our staff are central to our success. We want our people to feel valued and able to be themselves at work.

We want staff to love what they do and to enjoy coming to work, and we work hard to create a working environment that is friendly, informal and open. We value a healthy work life balance and our policies and staff engagement events help to foster this in our everyday working lives.

## Our behaviours

At the museum we have a behaviour-based approach to recruitment, performance management and development. Our behaviours reflect ways of working - such as building good relationships, promoting inclusion or thinking creatively - that underpins how we do things here and leads to the effective performance of us as individuals and our organisation as a whole.

## Disability Confident Employer

We are a part of the disability confident scheme. The scheme was launched in November 2016 and supports the government's commitment to having 1 million more disabled people in work by 2027. Disability Confident is about creating a movement of change, encouraging employers to think differently about disability and take action to improve how they recruit, retain and develop disabled people.

The Museum is accredited at Level 2 which means we are recognised as a Disability Confident Employer. To maintain this recognition, we carry out regular self-assessments once every 2 years. Disability Confident Employers are recognised as going the extra mile to make sure disabled people get a fair chance.

## Strategies

[Greater London Assembly Cultural Strategy](#)

[Destination City Strategy](#)

## Sustainability

We are part of the drive to create a sustainable world and are committed to achieving the highest environmental standards that we can, this is embodied in the New Museum project and will roll out across the whole of our organisation as we seek to achieve net zero carbon goals. In this we are proud to be setting the benchmark for museums



# Job description

Job title: Director of External Affairs  
Department: Communications and Development  
Reports to: Museum Director  
Responsible for: External Relations, Public Relations, Marketing, Development and Digital Innovation

## Overall purpose of role:

The Director of External Affairs will lead an integrated team including external relations, PR, marketing, development and digital innovation. This role will be instrumental in achieving our fundraising target of c£30m, increasing the profile of Docklands so that it achieves its ambitions and maximises its potential, and build a cohort of influential supporters and advocates leading to the huge crescendo that will be the opening of the London Museum at Smithfield.

## Main responsibilities

- Manage a team of highly effective individuals creating a close working relationship between these externally facing teams.
- Providing leadership to direct reports, setting personal objectives and supporting their development to embed a culture of performance excellence.
- Oversee the development and implementation of all relevant strategies, Development, Communications, Marketing, Digital, Government Relations etc.
- Be responsible for achieving income, sales/marketing, digital targets and raising general awareness of the museum.
- Managing and developing the Brand so that it has significant meaning to audiences and value to supporters.
- Leading and developing our public affairs work to build our reputation and positioning within the sector and with our stakeholders.
- Ensure we take a modern, digital-first, approach to the use of both traditional and social media channels to influence our key stakeholders.
- Drive the Campaign for the New Museum achieving ambitious development income and public awareness targets.



# Person specification

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We will be shortlisting applications based on the answers to the Top Essential Criteria first. For those people who meet these criteria we will then further shortlist the application against the Further Essential Criteria.

Should you be successful in being shortlisted, both sets of criteria and our Behaviours below will be assessed as part of an assessment process, in order to give you the best opportunity to show you are suitable for the role.

## Top essential criteria

- Extensive experience of leading the external affairs of extraordinary organisations to grow huge brand equity in a complex organisation.
- Ability to guide the development of meaningful transformative strategies.
- Ability to leverage tangible support (financial and other) from influential partners, institutions, media and individuals, demonstrated through landmark outcomes.

## Further essential criteria

- Experience and knowledge relating to raising funds, marketing, CRM, social media.
- Demonstrable ability in achieving significant, multiple stretch targets at the same time.
- Experience of being part of a team that has made major projects happen.
- Highly capable of using and manipulating data and financial information.

# Our behaviours

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## Contrast and connect

Works well with others and promotes collaboration across the museum

## Put on a great show

Thinks creatively and strives to deliver the best possible results

## Keep your feet on the street

Externally connected and embraces learning, insight and analysis

## The doors stay open

Fosters a culture of inclusion and sustainability

## Take good care

Cares about our assets and resources, acting to preserve them

You can find out more about these behaviours, what it's like to work in the Museum of London here:

<https://www.museumoflondon.org.uk/about-us/jobs>

# Terms of appointment

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| Contract | Permanent, full-time  |
| Salary   | c.£95,000   |
| Hours    | 35 hours a week – Monday to Friday, flexibility with working hours will be required |
| Location | London Wall   |
| Pension  | Local Government Pension Scheme   |
| Holiday  | 25 days' paid holiday per year (increasing to 30 days after 5 years)                |

## Benefits

- Staff discounts in our museum cafés and shops
- Interest-free loans for season tickets, tenancy deposit and bikes
- An excellent variety of health and wellbeing events such as free access to the Calm for fussiness app, discounted in-house yoga courses and a staff running group
- A confidential Employee Assistance Programme
- Regular staff socials including private 'friends and family' exhibition invites, quizzes and events
- Free attendance at other cultural institutions in the UK
- Staff discounts in local shops and cafés in the local area.

## How to apply

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We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact [Hayley.Woods@starfishsearch.com](mailto:Hayley.Woods@starfishsearch.com) and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/mol-dir-ext-aff/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the Top Essential and Further Essential Criteria.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

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| Closing date:                                 | Friday 6th January 2023                          |
| Preliminary interviews with Starfish:         | w/c 16th January and early w/c 23rd January 2023 |
| Final stage interviews with Museum of London: | Early February 2023                              |