



# CANDIDATE PACK FOR DIGITAL AND INNOVATION DIRECTOR

**SCIENCE  
MUSEUM  
GROUP**



# WELCOME

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Thank you for your interest in this pivotal role for the Science Museum Group as our new Digital and Innovation Director.

At the Science Museum Group, our mission is to inspire futures and our vision is of a society that celebrates science, technology and engineering and their impact on our lives, now and in the future. This acts as our 'North Star' for the creative exploration of science, for building science literacy through a 'science capital' approach, and for inspiring the next generations of scientists, inventors and engineers.

In order to deliver this mission, we are lucky to call upon a number of strengths – our unparalleled collection of artefacts and archives, our wonderfully diverse museum sites, our international reputation, our offer to our visitors – but above all, our people who help us tell authentic stories and demonstrate ingenuity and commitment in delivering our mission.

Joining us as our Digital and Innovation Director, you will be an influential member of the Executive Team, championing digital engagement as an enabler to ensure we think differently about our digital future. You will have your finger on the pulse about future trends in AI and technology to ensure we deliver on our strategic goals and continue to offer compelling experiences for both our physical and remote audiences. You will bring experience of operating in a content-rich organisation and of managing a large complex web estate underpinned by multiple integrated systems.

We need to be both radical and pragmatic about how we prioritise our digital roadmap to achieve a truly digitally enabled museum offer. We need someone with demonstrable experience of using data and insights to inform decision-making whilst taking an organisation through significant change and transformation. You will be commercially savvy and good at identifying opportunities to utilise digital, data and technology that will enhance business processes and in turn promote revenue growth.

We embody "Open for all" as one of our core values and you will bring a wide range of experiences and a diverse set of ideas that will help us thrive. We're looking for someone with strong people and communication skills with the ability to influence key stakeholders and funders, including at Board level, as well as inspire and motivate a team. With an inclusive approach to leadership, you will bring demonstrable experience of implementing and/or promoting inclusion and diversity in practice.

If this excites you and chimes with your ambitions, and you feel you bring the skills and experience we're looking for, I very much look forward to hearing from you.

**Sally MacDonald**  
**Director, Science and Industry Museum**



# ABOUT US

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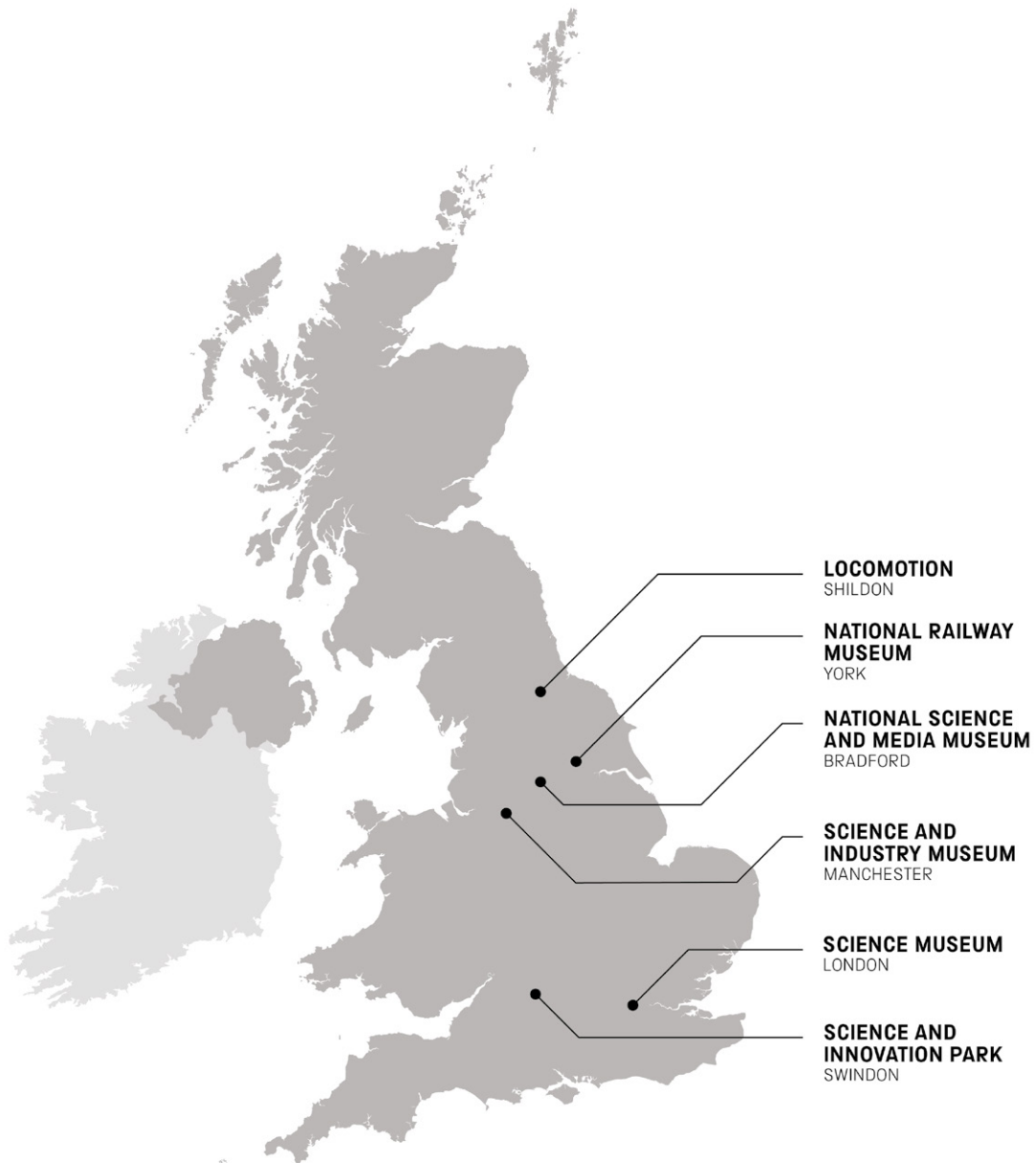
The Science Museum Group is devoted to the history and contemporary practice of science, medicine, technology, industry and media. With 5 million visitors each year and an unrivalled collection, it consists of 5 national museum sites, detailed below, along with state of the art collection centres based in Wroughton near Swindon and London.

SMG is the most significant group of museums of science and innovation worldwide. Our talented and dedicated colleagues are guided by five values that encapsulate what we're all about:

- We think big, pushing the limits of what's possible
- We challenge ourselves to reveal wonder
- We use our passion, expertise and creativity to share authentic stories
- We aim to ignite curiosity in our audiences and our colleagues
- We take pride in being open for all

Our values guide us in everything we do, and we live by our mission to inspire futures.

## OUR MUSEUMS:





## SCIENCE MUSEUM, LONDON

Tracing its origins from the Great Exhibition of 1851, the Science Museum has pioneered interactive science interpretation for more than eight decades and is the most visited museum in the UK by school groups. Among key objects on display are Babbage's Difference Engine No. 1 (c.1832), Alan Turing's Pilot ACE computer (1950), and the Apollo 10 capsule that went into lunar orbit in 1969.

- [Visit the Science Museum's website](#)
- [Science Museum's Press Office](#)

## NATIONAL SCIENCE AND MEDIA MUSEUM, BRADFORD

Set in the heart of Bradford, the National Science and Media Museum explores the science and culture of image and sound technologies and their impact on our lives.

Traditional and interactive galleries located across eight floors of the museum investigate and celebrate photography, film, television, animation, videogames and sound technologies. The museum is home to three cinemas, including Europe's first IMAX screen and the world's only public Cinerama screen.

- [Visit the National Science and Media Museum's website](#)
- [National Science and Media Museum's Press Office](#)

## SCIENCE AND INDUSTRY MUSEUM, MANCHESTER

From its home on the site of the world's oldest surviving passenger railway station, the Science and Industry Museum tells the story of Manchester's scientific and industrial past, present and future.

Manchester—the world's first industrial city—has long been a hotbed of invention and experimentation. The museum conveys the colossal impact the city's science, technology and innovation had and continue to have in changing the world.

- [Visit the Science and Industry Museum's website](#)
- [Science and Industry Museum's Press Office](#)

## NATIONAL RAILWAY MUSEUM, YORK

The National Railway Museum is home to over 200 years of history and a vast and diverse collection of railway objects that includes the record-breaking Mallard and the world's finest collection of royal carriages.

Visitors can explore the past, present and future of the railways in giant halls full of steam and diesel engines, enjoy iconic exhibitions, and take part in interactive learning events.

- [Visit the National Railway Museum's website](#)
- [National Railway Museum's Press Office](#)

## LOCOMOTION, SHILDON

Located in the 'Cradle of the Railways', Locomotion is the sister museum of the National Railway Museum.

A heritage site with historic buildings including the home of railway pioneer Timothy Hackworth, Shildon is packed with vintage vehicles and hosts a diverse range of events. The museum is run in partnership with Durham County Council.

- [Visit Locomotion's website](#)
- [Follow Locomotion on Facebook](#)
- [Follow Locomotion on Twitter](#)

Links to our strategy, annual review and other articles:

- [SMG Strategic Priorities 2022-2023](#)
- [SMG Annual Review](#)
- [Towards net zero: SMG's approach to sustainability](#)
- [Engaging science blogs by our Science Director – Roger Highfield](#)
- [SMG's Podcast: A Brief history of stuff](#)
- ["Science Capital" and sharing our experience to address the STEM skills gap: Sharing our experience](#)

# JOB DESCRIPTION

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**JOB TITLE:** Digital and Innovation Director

**REPORTS TO:** Museum Director, Science and Industry Museum

## WHAT YOU WILL BE DOING:

- As a key member of Executive, you will contribute to Group strategy and provide inspirational leadership to SMG's digital future.
- Be a compelling advocate for SMG as a technology leader, influencing stakeholders and funders, the Board of Trustees and the Digital Advisory Board.
- Be the strategic lead for development and use of digital technology, content and AI to deliver the organisation's strategic goals and deliver compelling experiences for physical and remote audiences.
- Improve how the SMG understands and uses data to benefit our audiences and improve organisational efficiency. Ensure the organisation is using the appropriate data and insights to inform decision-making and management.
- Design SMG's Data, Planning and Insight work and work with subject matter experts to harmonise and link datasets Group-wide. In particular, make proposals for targeted improvements to SMG's processes, systems and teams in order to optimise data sets, business intelligence capabilities and insight generation.
- Increase digital access to collections information online.
- Champion digital engagement and foster digital literacy and transformation across SMG.
- Identify opportunities to utilise digital, data and technology to enhance business processes and promote revenue growth.
- Lead ongoing investment in secure, stable and sustainable technologies that will support SMG's mission and activity, managing strategic and operational risks.
- Ensure compliance with regulations and legislation related to digital channels, including accessibility and privacy.
- Develop enduring relationships across the organisation to better understand technology needs, support collective work, and advance positive change.
- Work collaboratively with Corporate Services, Communications and Estate teams to deliver seamless digital experiences within the museums
- Lead, motivate and inspire a diverse and high-performing team.
- Continuously demonstrate inclusive behaviours, valuing everyone's contribution, and promoting a culture of openness.
- As a colleague at SMG, you will learn about our Health and Safety Policies, procedures and risk assessments, allowing you to take care of your own personal safety and that of others.
- You may be required to participate in SMG's incident response and business continuity arrangements, helping us ensure the organisation's preparedness and resilience.

# PERSON SPECIFICATION

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## KNOWLEDGE AND EXPERIENCE

- Demonstrable experience of delivering strategic, technology-led transformational change in a complex organisation
- Proven experience in establishing digital media channels for a large content-rich organisation
- Experience managing a large complex web estate underpinned by multiple integrated systems
- An understanding of how to use online platforms and digital technologies in an innovative way to enhance engagement and interaction with physical and digital audiences
- Experience of the use of digital and social media channels in public engagement; sound knowledge of GDPR and data management (desirable)
- Previous experience of working in collaboration with funders and donors on digital delivery (desirable).

## SKILLS AND ATTRIBUTES

- The capability to lead and motivate teams from diverse disciplines, as well as work effectively with contractors and suppliers
- Solid influencing skills with the ability to build strategic relationships with internal and external stakeholders, demonstrating diplomacy, tact and professionalism
- Highly skilled communicator, including the ability to engage stakeholders with complex technical aspects
- Demonstrate good collaboration skills, with the ability to lead a team and unite them towards a shared vision.
- Ability to use data analytics and metrics to inform strategic decisions (desirable)
- Awareness and understanding of digital preservation (desirable)
- A values-driven approach and passion for contributing to an open and inclusive organisation.
- A genuine understanding of and commitment to inclusion and diversity; you will be an inclusive leader with demonstrable experience of implementing and/or promoting inclusion and diversity in practice.



# TERMS OF APPOINTMENT

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## SALARY

The salary for this role is c.£100,000 per annum on a full-time permanent basis.

## LOCATION

This role can be based at any of the SMG locations with some travel to South Kensington required. We offer a hybrid work policy with the expectation that c. 2-3 days will be spent on-site.

## PENSION AND BONUS SCHEME

Enhanced Royal London 5% employee contribution and 7% employer.  
Executive bonus scheme (non-contractual) set annually.

## ANNUAL LEAVE

Annual leave at 30 days plus bank holidays.

## EMPLOYEE BENEFITS

- Private health and dental care
- Employee Assistance Line and Wellbeing support
- Interest free employee loan (up to £5k repaid over 11 months)
- Free access to exhibitions, plus café/shop discounts
- Career breaks





# 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 Rebecca O'Connor [rebecca.oconnor@starfishsearch.com](mailto:rebecca.oconnor@starfishsearch.com) and we will be happy to arrange a call. To make an application, please go to <http://starfishsearch.com/jobs/smg-dig-inv-dir> 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 knowledge and experience criteria.

We would also be grateful if you would 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.

<b>Closing date:</b>	<b>19th July 2024</b>
<b>Preliminary interviews online:</b>	<b>Throughout August</b>
<b>First stage interviews with SMG:</b>	<b>w/c 2nd September 2024</b>
<b>Second stage interviews with SMG:</b>	<b>w/c 9th September 2024</b>

