



## JOB DESCRIPTION

---

<b>Job Title</b>	Executive Producer (Schools and Families)
<b>Location</b>	This role can be based at any IWM site with the understanding that it will require frequent travel to London branches, Manchester, and Duxford
<b>Department</b>	Public Engagement and Learning
<b>Directorate</b>	Content & Programmes
<b>Reports to</b>	Assistant Director Public Engagement and Learning
<b>Salary</b>	£45,922 (Duxford/North), £47,422 (London)
<b>Duration</b>	Permanent
<b>Normal Working Hours</b>	36 hours net per week
<b>Contract</b>	IWM Trading Company

---

IWM's Public Engagement and Learning (PEL) programme aims to give schools, adults, young people, and families "the opportunity to understand, explore, and debate the human impact of conflict". This award-winning programme embraces other disciplines such as theatre, journalism, and visual art and uses creative techniques to offer different perspectives on our subject matter onsite, offsite, and digitally. Our recent programming includes a partnership with BBC Bitesize: a new Holocaust learning schools programme created by an Olivier Award-winning playwright and a games designer; and We Were There, which gives visitors the chance to meet people with direct experience of conflict. This model works to co-commission or co-produce in collaboration with creatives, eyewitnesses, other experts, and groups.

We are one of the world's leading authorities on conflict and its impact on people's lives – from 1914 through to the present day and beyond. Our collections are filled with personal stories and experiences, inspiring powerful and often conflicting emotions. We aim to share these stories with as many audiences as possible across the world in a way that engages and challenges them, increasing understanding of why we go to war and the effect that conflict has on people's lives. In other words, we expect our stories to change the way people think about war.

We rely on our staff to help us achieve this aspiration. You should be able to demonstrate the skills and competencies set out below, but equally we are looking for people who believe in what we do and who we are, and can treat every colleague, customer or visitor with respect, courtesy, and honesty. We expect our staff to work flexibly and with enthusiasm. These are the qualities that make IWM such an extraordinary place to work.

### Purpose of the job

The Executive Producer (Schools & Families) is a head of department role alongside two other Executive Producers who work with a team of Senior Producers, Producers, and Assistants. The postholder leads programmes for schools and families at IWM's five sites, digitally and offsite, as well as departmental management duties.

## **Key duties**

You will be expected to work independently as well as across different teams in order to contribute to and deliver the priorities of IWM - using your knowledge, skills, talent, and potential to the best of your ability.

You will focus at all times on delivering excellent customer service, ensure value for money at all times while being professional, courteous and demonstrating the behaviours and attributes expected of all IWM employees. You will also adhere to all corporate standards, and use corporate systems as directed to ensure consistency of service, brand and operational standards.

You will be expected to work across departments effectively, working with individuals, partners and where appropriate volunteers.

To identify and implement learning and development needs for both yourself and your team, including volunteers, if appropriate.

**In addition**, your duties will include:

### **Developing and delivering a public engagement strategy**

- Working with the Assistant Director Public Engagement and Learning and the other Executive Producers to develop and deliver a new strategy, five-year business plan for the department and five-year corporate plan. This includes responsibility for growth, roll-out, targets, and reach of schools and families programmes.
- Being an active champion for the Public Engagement and Learning Strategy including through public presentation and membership of national and regional strategic groups where required. Where appropriate producing and presenting papers / reports for external or internal purposes and managing key strategic relationships.
- With the Assistant Director Public Engagement and Learning, maximising income opportunities and working closely with Development and Commercial teams.

### **Leading schools and families programmes**

- Developing, managing and leading distinctive, innovative Public Engagement & Learning programmes from idea generation, through concept, development, delivery and evaluation. Connecting content between these schools and families while and identifying specific areas of development for each.
- Actively embedding all programming with ambitious digital elements, keeping up to date with technological developments in heritage, arts and wider sectors, including commercial sectors, and working closely with colleagues – particularly within Digital Engagement and Marketing teams – to achieve this.
- Sharing specialist schools and families audience knowledge across IWM.
- Proactively engaging with local and national education agendas, strategies and best practice within heritage, arts, and community sectors.
- Being actively committed to furthering IWM's Access and Inclusion strategy through recruitment, training, programmes and the structures used to create them.

### **Being a key part of the PEL management team**

- Being a key part of the Public Engagement and Learning management team with the Executive Producer (Operations) and Executive Producer (Young People and Adults). This includes proactive resource, financial, and business management; reporting and planning; setting and monitoring KPIs; writing quarterly reports; creating a CPD programme; maintaining an overview of all department programmes including adults and youth.
- Line-managing Senior Producers, freelancers, and other staff as required. Leading a team of Senior Producers, Producers and, when appropriate, freelance staff on each project.
- Using and embedding all relevant IWM measurement systems including IWM's Social Impact Framework.
- Managing budgets effectively in line with IWM financial processes, through forecasting, day to day maintenance and actual spend including reporting of output and cost in measurable terms where required.
- Deputising for the Assistant Director Public Engagement & Learning internally and externally when required.

### **Working with IWM policies and initiatives**

- Being security conscious, ensuring familiarity and cooperation with all IWM security procedures.
- Working actively to reduce IWM's impact on the environment and minimise running costs in all areas.
- Being actively committed to health and safety, ensuring familiarity with all of IWM's health and safety policies and procedures including safeguarding and data protection.

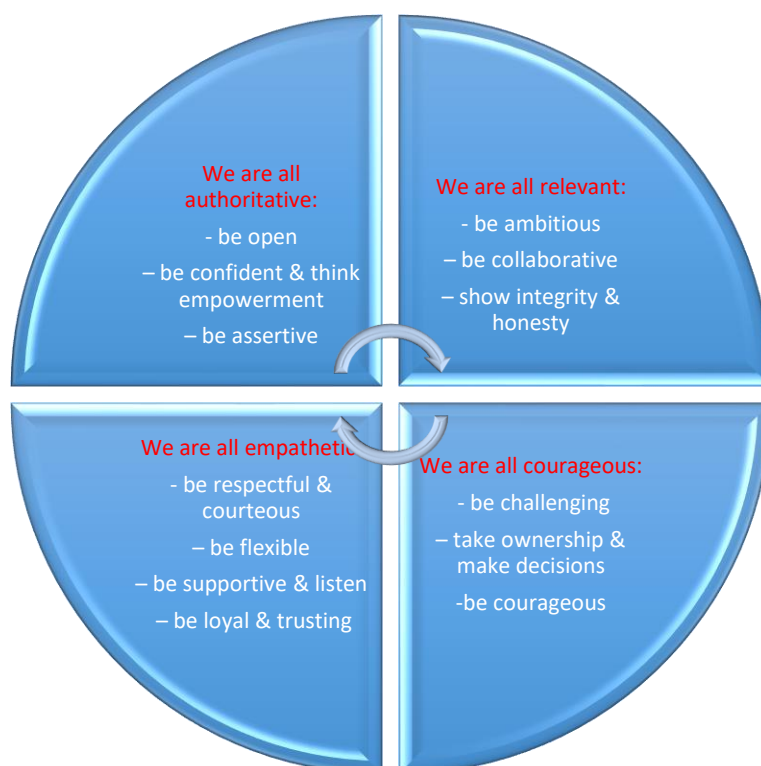
### **Person Specification: Executive Producer (Schools and Families)**

	<b>Essential criteria</b>	<b>How this will be assessed</b>
<b>1</b>	Management experience in a Public Engagement and/or Learning context within an arts / culture / heritage organisation	Application Form
<b>2</b>	Knowledge and demonstrable experience of producing successful programmes for Schools and Family audiences, including communities, which use resource efficiently and meet or exceed targets.	Application Form and/or Interview
<b>3</b>	Demonstrable experience of evaluating programmes to constantly improve.	Application Form and/or Interview
<b>4</b>	Strong communication and teamworking skills; experience of working with multiple stakeholders across a large, complex organisation, and externally, to achieve results	Application Form and/or Interview
<b>5</b>	Sound knowledge of the UK National Curriculum and developments in this field	Application Form and/or Interview
<b>6</b>	Ability to make clear decisions within complex situations without reference to a senior manager	Application Form and/or Interview

7	Proven experience effectively leading a wider team to deliver projects, including line management of staff.	Application Interview	Form	and/or
8	Proven ability to create innovative programmes and capitalise on strategic partnerships.	Application Interview	Form	and/or
9	Knowledge and experience of creating digital programmes	Application Interview	Form	and/or
<b>Desirable criteria</b>				
10	Knowledge and experience of STEM Learning.	Application Interview	Form	and/or
<b>Key competencies</b>				
<b>Customer Care Skills</b>				
10	Demonstrates a real, practical, and determined commitment to meeting customer needs	Application Interview	Form	and/or
	Establishes and uses processes to consult and engage with current, emerging, and potential customers	Application Interview	Form	and/or
	Encourages the team to put customers first and ensures that services are delivered accordingly	Application Interview	Form	and/or
11	<b>Leadership/Management Skills</b>			
	Uses positive communication, openness, and integrity to motivate staff. Provides clear direction for the team. Gains the trust of others through fairness, consistency and acting as a role model.	Application Interview	Form	and/or
12	<b>Commercial Acumen</b>			
	Embraces accountability for business and financial matters	Application Interview	Form	and/or
	Maximises opportunities to gain income and reduce wastage.	Application Interview	Form	and/or
	Manages income and expenditure with integrity, sound judgement and creativity	Application Interview	Form	and/or
13	<b>Teamwork</b>			
	Works effectively with a broad range of IWM stakeholders and partners.	Application Interview	Form	and/or
	Encourages and supports creative thinking and rewards improvement ideas.	Application Interview	Form	and/or
	Creates the conditions and opportunities for individuals and teams to develop to their full potential.	Application Interview	Form	and/or
	Develops positive and productive relationships with colleagues and those at other organisations. Encourages the team to consult with and listen to others. Uses collaboration to deliver more effective solutions	Application Interview	Form	and/or
14	<b>Communication/Professional Presence</b>			
	Communicates in a fluent and adaptive manner in order to engage effectively with many different people	Application Interview	Form	and/or
	Successfully influences opinion and generates support	Application Interview	Form	and/or
	Negotiates effectively using sensitivity, persuasion, and assertion as required	Application Interview	Form	and/or

<b>15</b>	<b>Learns/Adapts</b>			
	Takes a lead on personal professional development and stays in tune with learning approaches across the sector.	Application Interview	Form	and/or
<b>16</b>	<b>Promoting Diversity</b>			
	Takes a pivotal role in developing frameworks and initiatives to broaden the appeal and experiences of the museum for staff and customers with a diverse range of identities	Application Interview	Form	and/or
<b>17</b>	<b>Personal Effectiveness</b>			
	Identifies priorities and consistently achieves key targets. Takes practical steps to overcome obstacles to personal and team goals. Tackles tasks in a systematic, efficient, and logical manner. Demonstrates a persistent and determined attitude in the face of difficulties	Application Interview	Form	and/or
<b>18</b>	<b>Digital Awareness</b>			
	Complements their technical and professional expertise with digital skills	Application Interview	Form	and/or
	Stays up to date with emerging Digital ways of working within a Learning environment.	Application Interview	Form	and/or

Our four values guide us in our day-to-day work, but they also set principles for how we expect all of us to behave:



This job description is not all encompassing. Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated in consultation with you to reflect appropriate changes.

## **Additional Information**

### **Benefits**

The benefits listed below are discretionary and we reserve the right, with due notice, to vary or withdraw them at any time. All such benefits apply during the course of your employment in this post only.

- Our generous full-time equivalent annual leave allowance is 25 days per annum plus public holidays rising to 30 days after 5 years
- Access to our Pension Scheme arrangements including employer contributions.
- 20% discount in all IWM's on-site shops.
- A 25% discount in IWM's cafes.
- Free entry to a large number of other museums & galleries and their exhibitions which we have reciprocal arrangements with.
- Enhanced maternity and paternity benefits dependent on length of service.
- Access to our in-house training programmes and development
- Access to an interest free season ticket loan scheme after three months service.
- Access to a Ride 2 Work Scheme
- Access to our Employee Assistance Programme, and Career Development Advice.
- IWM staff also have access to The Charity for Civil Servants services and support.
- Eligibility to join the Civil Service Sports Club, securing additional discounts and benefits.
- Access to social events run by groups with IWM.

### **Selection**

The candidates who appear from their application to best meet the essential criteria will be invited to interview. It is thus essential that your application form gives a full but concise description of the nature, extent, and level of the responsibilities you have held. The short-listing criteria are detailed under the personal specification. Please ensure that you address each of the areas that are to be assessed on your application form. Applications by CV only will not be accepted.

### **To Apply**

Apply online via our website [www.iwm.org.uk/corporate/jobs](http://www.iwm.org.uk/corporate/jobs)

Please note we do not accept only CV's, you will be required to fill in an online application form.

If you have any queries, please contact us at [careers@iwm.org.uk](mailto:careers@iwm.org.uk)

**The closing date for receipt of applications is 9 am, 26<sup>th</sup> September 2022.**

**Interviews will be held the week commencing 10<sup>th</sup> October 2022** Please note that the interview date(s) has been specifically chosen according to the availability of the panel. You are advised to keep this date free if you are interested in this vacancy. We are unable to reschedule interviews.

We regret that if you have not heard from us within three weeks of the closing date your application, in this instance, has been unsuccessful.

***IWM is committed to a policy of Equal Opportunities.***

*We miss out when people feel IWM isn't for them, and are committed to removing and reducing barriers to make IWM open to everyone.*

*Our Access and Inclusion strategy has been developed to promote openness, equal opportunities to access, inclusivity and encourage diversity in everything that we do, from employment practices, the services we provide to our visitors to the facilities we make available to public.*

*At IWM we seek to address the need for greater diversity within our workforce as well as the wider museum and heritage sector. In all our practices we embrace diversity and promote equality of opportunity and we welcome applications from suitable candidates of all backgrounds.*

***IWM is committed to safe recruitment and all necessary disclosure and barring checks are mandatory, with higher level checks including Barred Lists for all sensitive roles.***