

# PRODUCER - PUBLIC PROGRAMME

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**Reports to:** Head of Public Programme  
**Department:** Learning and Research  
**Contract:** Fixed-Term, 6 months, with the possibility of extension or permanency

## Overview

The Design Museum will open in its new premises in Kensington on 24 November 2016, in a refurbished site that will offer world class learning facilities for all visitors alongside an exciting, engaging and inspiring programme of design displays and exhibitions. The Producer – Public Programmes will animate the museum programme across a broad portfolio of activity catering to adult audiences. The role will attract new audiences, retain learners from the museum’s previous home on Shad Thames and contribute to establishing the museum as a forum for engagement with design today.

The Producer - Public Programme brings the museum’s world class design programme to life for visitors to the new Design Museum in Kensington, opening November 24 2016. The role devises and delivers a wide-ranging vibrant, creative programme of activities for the museum’s adult audiences. The role is initially offered as a fixed-term appointment whilst the museum develops its long-term strategy for its public programme. As this strategy takes shape there is a possibility that the initial six month fixed-term may be extended or the contract be made permanent.

## Job Description

### Key Responsibilities:

- To develop, plan, manage and deliver a programme of adult learning activities to accompany and extend the museum’s exhibitions and displays. The programme will stimulate debate, build skills and knowledge, and foster new thinking about design. Activities include talks, courses, tours, projects, symposia/conferences and seasonal events.
- Identifying a range of suitable topics and event formats to accompany exhibitions and key design agendas, working with the Learning, Curatorial and Communications teams to align ideas and opportunities.
- Identifying, contacting and briefing suitable speakers and managing their participation at events.
- Creating events schedules, writing course programmes, compiling bibliographies and website lists, participant packs and hand-outs.
- Writing copy for marketing, website and press releases.

- Liaising with the Events, Facilities and Visitor Experience teams in relation to operational requirements.
- Facilitating events - including managing staff, welcoming participants, introducing speakers, chairing discussions and leading Q&A sessions.
- Devising and managing a programme of early and continuing professional development for creative industry practitioners.
- Ensuring activity meets museum KPIs and delivers within an agreed budget.
- Devising and delivering appropriate evaluation strategies for the visitor engagement programme working within the museum's overall self-evaluation framework.
- Recruiting and managing freelance staff as required to deliver relevant programmes, including working to a commissioning model where the opportunity arises.
- Being the main point of liaison with key sponsors for public and professional programmes. This includes programming to meet and deliver to sponsorship agreements and co-ordinating with the Fundraising team.
- Following the museum guidelines for the effective planning, recruitment and management of volunteers and treating them as integral members of the team.

### **Social Media Activity**

- To contribute to the museum's creative programme of social media activity using platforms including twitter, Facebook, Pinterest and Instagram.
- To align and develop public programme social media activity within the museum's overall Digital Framework.

### **Marketing**

- To work with the Communications team to support marketing strategies for the public and professional programme aligned with the museum's overall marketing framework.
- To liaise with the Digital Content Coordinator on digital marketing for the Public Programme.

### **Museum-wide Responsibilities**

- To liaise with key museum departments to ensure the smooth running of Public Programme activities from an operational perspective.
- To liaise with the retail and café teams to communicate relevant information about Public Programme activities and to identify opportunities for collaboration.

### **General**

- To contribute to the planning and strategy of the Public Programme, led by the Director Learning and Research.
- To maintain up to date knowledge of key policy and other relevant developments in informal, adult, and sector learning in design and related fields.
- To devise and deliver the museum's access tours programme for differently abled visitors working with other departments across the museum including Visitor Experience, Exhibitions and Communications.
- To maintain up to date knowledge of best practice in informal adult learning in other cultural learning contexts and to bring that knowledge to the Learning and Research portfolio.
- To contribute to the creative and professional life of the museum such that the Public Programme flourishes within available resource.
- To undertake any further reasonable responsibilities as required by the line manager (currently Director of Learning and Research).

## **Knowledge, Skills and Experience**

### **Essential**

- Suitable professional experience in public programming or customer facing role in a cultural organisation or similar
- Demonstrable understanding of the field of learning in a museum or related cultural field
- Understanding of wider contexts for museum learning and how these shape programme delivery and development
- Demonstrable understanding of how social media can be used to promote and deliver creative programmes, including Twitter, Pinterest, Facebook and Instagram
- Budget management skills and experience
- Organisational, planning and administrative skills
- Demonstrable interpersonal aptitude, including the ability to negotiate with a range of people with differing agendas and deliverables in order to meet programme objectives
- Drive to get the job done calmly and with confidence
- Creative flair and courage to try new approaches
- Excellent communication and IT skills including Excel and Word packages
- The ability to work across departments and to multitask
- A self-starter with creative verve and initiative

### **Desirable**

- Knowledge of and passion for design
- Experience of devising and delivering evaluation activity.
- Experience of managing volunteers and volunteering best practice
- Experience of working on a commissioning model

## ABOUT THE DESIGN MUSEUM

The Design Museum is building the world's leading museum devoted to contemporary design in every form from furniture to graphics, and architecture to industrial design. For the Design Museum, design is a continually evolving subject which it explores through its exhibitions programme, permanent collection, learning and research activities. It is a way to understand the world and how you can change it. The museum's mission is to create the most engaging, exciting and inspiring design museum in the world.

Thirty-five years ago, Terence Conran established the forerunner of the Design Museum, the Boilerhouse, in the basement of the Victoria and Albert Museum (V&A) in London. As planned, the Boilerhouse quickly outgrew the V&A and in 1989 it moved on to become the Design Museum, in an architecturally striking transformation of a Thameside warehouse near Tower Bridge. Since then it has emerged as an institution with international status and significance, playing an important role in putting design and architecture on the cultural agenda.

The museum recently relocated from its home in Shad Thames to the former Commonwealth Institute building in Kensington, West London. Leading designer John Pawson will convert the interior of the building creating the museum's new home, giving it three times more space in which to show a wider range of exhibitions, showcase its world class collection and extend its learning programmes.

## MISSION, VISION AND VALUES

### Vision

We want everyone to understand the value of design

### Mission

To create the most inspiring, exciting and engaging Design Museum in the world

### Values

**Welcoming** everyone to the museum and making them feel it's a place for them

**Collaborative** engaging with many partners to bring our vision to life

**Enterprising** working hard to make the museum a financial success and build a strong commercial reputation

**Provocative** challenging people to look and think afresh about design

## TERMS + CONDITIONS

**Salary:** Up to £30,000 pro rata

**Holidays:** 25 days annual leave and 8 bank holidays, pro rata

**Hours:** Part time – 1664 annual hours pro rata, 32 hours/4 days per week

**The role will require some weekend work and flexibility across some evenings.**

The museum offers many other benefits including access to a defined contribution pension scheme, season ticket loan, childcare voucher scheme, cycle to work scheme, free entry for friends and family to the museum, a variety of staff discounts including the museum shop and restaurant and free entry to a wide number of galleries and museums in London.

To apply please email a covering letter which addresses the criteria as set out in the person specification, CV and Applicant Information Form to [applications@designmuseum.org](mailto:applications@designmuseum.org).

**Please quote Job Ref: ProdPP/2016 in the email subject header**  
**Closing date for applications: Monday 7 November 2016, 9am**  
**Interviews: week commencing 14 November 2016**

Due to the high volume of applications the museum receives we are unable to provide a response to applications on an individual basis. If you do not receive a response from us within two weeks of the closing date then you can assume that you have not been successful on this occasion.

The Design Museum is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

**designmuseum.org**