

LTM Public Programmes: Freelance Brief

Job Title:	Freelance Public Programmes Manager
Organisation:	London Transport Museum
Location:	Central London
Salary:	£27,000 pro rata
Type:	Freelance contract
Closing date:	Monday 18 February, 9am
Role dates:	25 March - 30 September 2013

Background to work

2013 is the 150th anniversary year of London Underground, the world's first underground train network. To celebrate this milestone anniversary, London Transport Museum has a full events programme taking place throughout the year. This includes talks in the Museum's Cubic Theatre, heritage vehicle runs, including trips with a recently restored steam engine, late night openings, events at the Museum Store, and a specially commissioned immersive theatre piece which will take place in Aldwych closed underground station.

A Freelance Public Programmes Manager is sought to manage this programme of events while the substantive post holder is on leave.

Summary of work required

- To deliver the planned public programmes of events, talks and activities for adult and other audiences across the Museum's sites and with external partners, between April - August 2013.
- To act as Operational Manager and Museum liaison for Aldwych 2013, a specially commissioned site specific immersive theatre production taking place in Aldwych closed underground station.
- Liaising with Museum colleagues to deliver attractive and marketable programmes to reach new and existing audiences.
- To deliver events that are highly marketable, supporting the museum to stay in the public eye and supporting brand awareness.
- Researching content for events that will best enable the Museum to reach out to new and existing audiences and to enhance our reputation as a vibrant cultural venue.
- To plan and deliver any ad hoc events additional to the existing calendar
- To support Marketing and Operations in the promotion and sales of the events

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- To evaluate and record events statistics (tickets sold, income generated etc)
- To attend weekly events / monthly programme group meetings with a summary of the events calendar
- To carry out any ad hoc duties as required by the Head of Customer Services

Deliverables

- To project manage the successful delivery of a site specific theatre production at an off-site location. The role will manage the relationship with LTM and two external companies specialising in digital installation and theatrical production who have been procured to design, produce and deliver an 8-11 week event. This will involve some late night and weekend hours
- To evaluate the site specific theatre production project and present findings to the museum team
- To successfully coordinate all events at the London Transport Museum, including talks, Friday late events, walking tours in central London, and on location tours on the Underground network
- To work with the Volunteer Co-ordinator to ensure 1 tour per month of Carriage 353 is offered
- To programme content to support 4 heritage vehicle events
- To successfully deliver partnership events at off site locations.
- To programme content to support the opening of Neasden Depot to the public

Timetable

Date	Action/event	Notes
Jan 2013	Position advertised	
Feb 2013	Freelance Public Programmes Manager Recruited	
25 March 2013	Freelance Public Programmes Manager contract begins, hand over period	3 week hand over period
15 April 2013	Hand over period finished	
23 April – 31 August	Delivery of planned events	Some ad hoc planning may be required
2 September	Begin evaluation of site specific theatre project	Some event delivery may be required
30 September 2013	Complete evaluation of site specific theatre project. Freelance Public Programmes Manager contract end	

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Management

The freelancer will report to Janette Palmer, Head of Customer Services, London Transport Museum, 39 Wellington Street, London, WC2E 7BB, 0207 379 6344, janette.palmer@ltmuseum.co.uk

Reporting

Any risk of not meeting deliverable dates should be flagged at the earliest possible opportunity

Payment

Payment will be by 6 monthly payments, 30 days from receipt of invoice

Person Specification

Skills

- Strong organisational skills (Essential)
- Excellent communication and presentation skills are vital (Essential)
- The post holder must be highly literate and able to write for specific audiences. (Essential)
- Good standard of visual skills and experience of design and print production. (Desirable)
- Computer skills (word-processing, PowerPoint and spreadsheets) will be needed to take advantage of the Museum's information technology. (Essential)

Knowledge

- A good knowledge of adult events in the cultural sector (Essential)
- The post holder should have an interest in, or knowledge of, the history of London and its transport (Desirable)
- Knowledge of fundraising

Experience

- Event management experience (Essential)
- Experience of working developing and delivering events in the cultural sector (Desirable)
- Experience of working with adult audiences (Desirable)
- The post holder could have experience of managing budgets and people (Desirable)
- Be experienced in working with external stakeholders, policy makers and strategic planners (Desirable)

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Application

Please apply by CV and covering letter to Lyndsey McLean, London Transport Museum, 39 Wellington Street, WC2E 7BB or to lyndsey.mclean@ltmuseum.co.uk. The closing date for applications is 9am on Monday 18 February. Unfortunately we are not able to respond to everyone who applies. If you have not heard back from London Transport Museum within 10 working days, then your application has not been successful.

Applicants must be available for interview the week commencing 25 February.

Other Information

A. Role specific

It is fundamental to this role that both contracted and internal services are developed to act as a single seamless provision, with both contracted and internal staff working side by side to own and work towards the Museum's aims and objectives with the customer at the heart of all its activities

The post does not qualify for overtime payments, but leave in lieu will be granted for excessive hours and weekend days worked

B. Standard Information

- **Customer Service**

At all times whilst on duty, dealing directly with customers or whilst wearing Museum Uniform, the post holder will be considered to be representing TfL and the Museum to customers and stakeholders. A high standard of Customer Service should be provided by portraying a smart, helpful and professional image

- **Training and Development**

The post holder will be expected to take further training as and if needed in order to keep up to date with "best practice" within his/her field. The Museum will do all it can to help and support any further training and development that is required

As part of the Museum's goal to continually develop its staff, the post holder will be required to serve a minimum of one calendar day per month in a Visitor Services or customer facing role. You will be supported by your line manager and help and assistance will be provided to ensure you can carry out the activity. This initiative will be monitored by the relevant line manager each month and applies to all non customer facing staff

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- **External Professional Relationships**

All Museum post holders will be given opportunities and encouragement to work closely with external professional bodies and organisations as appropriate to build and maintain a personal network of benefit to the Museum

Staff are encouraged to engage with museum activities outside and beyond their defined individual role in the organisation. The post holder will be expected to demonstrate a commitment to professional self development in the job through participation in appropriate external courses, seminars, mentoring etc and maintaining an awareness of best practice and issues in the museum and cultural sector

The post holder is also expected to keep abreast of changes in legislation that may affect how they carry out their work within the Museum and ensure compliance with statutes and “best practice” is followed at all times

The post holder will be expected to use their own initiative, make suggestions and recommendations and implement agreed changes and procedures

- **Role in Project Teams**

The Museum promotes a Project Management culture which may require the post holder to project-manage teams that are appropriate to his/her remit. Where this arises the project task will dictate the working relationships with other departments. Where appropriate, Service Level Agreements (SLAs) will be put in place to ensure tasks can be completed satisfactorily.

Similarly, the post holder may be required to perform as a leader or member of a task-based project team and as such will take instruction from the Managing Director or designated project manager as appropriate.

- **Scope**

In addition to the main accountabilities of the role, the post holder may be required, from time to time, to perform duties that might be outside of his/her immediate job description but which will ensure the effective running of the department which he/she works in

C. Museum Code of Ethics

The Museum as an organisation subscribes to the Museums Association Code of Ethics. The post holder is expected to familiarise themselves with this code which reflects the public service and individual values of the London Transport Museum

The code states that:

'Museums enable people to explore collections for inspiration, learning and enjoyment. They are institutions that collect, safeguard and make accessible artefacts and specimens, which they hold in trust for society.'

The full text of the Code of Ethics can be found on the Museums Association website <http://www.museumsassociation.org/>

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Health & Safety Statement

All employees have a general duty in law to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions.

All employees must understand and be committed to Transport for London's Health and Safety Policy statement and the Company's safety priorities and be aware of their contribution to such priorities.

All employees must also be aware of and comply with the current health and safety legislation and other Company requirements that are relevant to their job.

Equality Statement

Transport for London values the diversity which exists in our city, and our aspiration is to reflect this diversity in our workforce. All employees must be aware of and committed to the Equality Policy Statement of Transport for London.

All employees must also be aware of and comply with other Company requirements associated with Equality and Diversity issues relevant to their job.