



**Association of  
Independent  
Museums**

Helping Heritage  
Organisations Prosper

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**Head of Communications  
Information for Applicants**

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May 2019

[www.aim-museums.co.uk](http://www.aim-museums.co.uk)

**Thank you for your interest in applying for the role of Head of Communications with AIM.**

**We have put together this information pack to give you some more detailed information on the role, about AIM and how to apply for the job.**

- 1. About AIM**
- 2. Job Profile**
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**If you would like to arrange to have an informal conversation about the role, please email the Director, Emma Chaplin, [emma.chaplin@aim-museums.co.uk](mailto:emma.chaplin@aim-museums.co.uk)**

## **1. About AIM**

The Association of Independent Museums is a membership organisation, established in 1977 to represent the interests of a booming independent museums sector. In the 1970s and 1980s new, thematic museums began to spring-up, driven by the enthusiasm of individuals and communities fascinated by the history on their doorstep, who decided to take things into their own hands and save it, resulting in an extraordinary blossoming of a new type of Museum - the Independents.

Independent museums are long-standing, successful social enterprises, run in a business-like way and playing a valuable role in their communities, contributing to a sense of place and making up an important part of the tourism economy. Independent museums and galleries are more numerous than all other types of museum, making up more than half all museums in the UK.

Forty years on, AIM is now widely recognised as a key heritage organisation, with a national profile across the four home nations of the UK. It has a growing membership of 1,200, including 994 museums. Whilst the majority of AIM membership are small museums (61%), often run with only a few staff and / or volunteers and annual visitor attendance of less than 20,000, the diversity and scale of membership is remarkable, and also includes some of the largest and most visited museums in the UK, many of which hold Designated collections. The range of collections and the associated stories these independent museums tell is astonishing and represent our deep-seated interest in history and how it has shaped the lives we live today.

AIM provides a wide-range of services for its members including an annual two-day conference and trade show, small grants, training and advice, a suite of Success Guides, the bi-monthly AIM Bulletin and a rich resource through its web site. Increasingly, AIM is also at the forefront of influencing national policy decisions impacting on its members. AIM is supported by a number of external funders including Arts Council England, the Welsh Government, The Pilgrim Trust and Biffa Award

### **Our Strategic Purpose & Governance Structure**

AIM exists to support its membership. This support helps independent museums to prosper and provide better services for their visitors – primarily the advancement of the public’s understanding, appreciation and enjoyment of history and heritage. This is the ‘public benefit’ which, as a registered charity, AIM seeks to achieve.

AIM is established as an independent charitable trust (No. 1082215) and a limited company (No. 1350939). It is governed by AIM Council, who are the Board of Trustees (currently 15 in number), drawn from and appointed by, the voting membership of the Association. Under the Chair of Richard Evans, the Board (which is also its directors for the purpose of company law) is collectively responsible and legally accountable for AIM. The Board meets five times a year to consider strategic issues and to support the executive team led by the Director, broadly under the themes of: development and opportunities; accountability, legal and financial duties; policy and planning; advocacy; and employment and personnel duties. Trustees can serve two terms of three years.

Small panels of Trustees, supported by staff, are formed to consider specific areas of work, including grant applications.

### **Recent Successes & Current Focus**

- (a) The continuing growth of AIM membership, now standing at 1,200, including almost 1,000 museums – more than any other museum membership organisation in the UK.

- (b) In April 2018 AIM became an Arts Council England National Portfolio Sector Support Organisation, attracting total investment over four years of £1.2m, between 2018 and 2022. This allows AIM to develop and deliver services to the independent sector at a level beyond our earned income.
- (c) In 2018 we distributed Over £460,000.00 of grant funding from Biffa Award History Makers, Esmée Fairbairn Foundation Sustainability Fund and Pilgrim Trust /ICON conservation grants distributed to members
- (d) In June 2018 we launched of an innovative new partnership with Charity Finance Group so that AIM members can now access CFG membership helplines, training and advice.
- (e) Successful publication of the Open up: museums for everyone resources as the lead partner of the Arts Council England funded cross sector partnership [www.openupmuseums.com](http://www.openupmuseums.com)
- (f) Sector leading governance support resources with our Prospering Boards programme, a practical and informative suite of downloadable Trustee guidance and the free to access Heritage Trustee newsletter.
- (g) Partnership with Welsh Federation of Museums and Art Galleries, funded by the Welsh Government to deliver a leadership programme, governance support and Hallmarks Awards to museums in Wales.
- (h) Later 2019 we will launch our first public facing website showcasing the STEM learning resources created by the AIM Biffa Award History Makers programme.

### **AIM's Communications**

AIM currently runs both digital and print communications including active social media channels, our award winning website and the print bi-monthly publication, the AIM Bulletin.

We regularly produce downloadable resources for members alongside membership, conference and event marketing materials. We have started to explore webinars and podcasts with partner organisations and are keen to look to build and develop our communication channels in the future.

#### **The AIM Bulletin**

The Bulletin is currently published 6 times a year on a bi-monthly basis.

Each issue has 20 pages, a print run of 2900 copies and a total of 2800 copies are currently circulated by mail in 1700 individual packages (some larger members receive duplicate copies).

We work with an externally contracted designer, printer and mailing house to ensure that the Bulletin is produced and delivered to deadline.

#### **Looking ahead**

During 2018-22, the AIM Hallmarks of Prospering Museums (introduced in 2015) will continue to be a key focus. We will offer support linked to specific Hallmarks such as Leadership, Governance, Finance, Innovation and Risk and Visitor Focus.

AIM is now moving into a new phase of its development with a new staff structure to reflect the needs of our organisation and establishing an office base for the first time.

We have ambitious plans to deliver in our Business Plan 2018-22 to fulfil our role as an effective Sector Support organisation and to continue work for our members in line with our core purpose, to help heritage organisations prosper.

## 2. Job Profile



**Association of Independent Museums**

**Role Title: Head of Communications**

**Reports to: Director**

**Location: Based at the AIM Office at the National Waterways Museum, Ellesmere Port.**

**Travel will be required to regular meetings across the UK**

**Job Purpose:** To ensure that AIM implements an effective communications strategy for its members, partners and stakeholders in line with its core purpose in order to maintain and develop its position as the UK's leading museum membership organisation.

**Principal Accountabilities and Tasks:**

- To be responsible for developing and implementing an AIM Communications Strategy, covering all aspects of digital and print communication, that matches AIM's core purpose and values and those of its members
- To act as Editor of the AIM Bulletin and oversee its effective development and delivery
- To work with the Marketing and Membership Manager to implement an effective marketing strategy
- To be responsible for the management and development of AIM's brand
- To manage delegated budgets in line with AIM's financial policies and procedures
- Be responsible for ensuring that AIM has effective IT systems in place
- Represent AIM at sector and partner meetings and events, including speaker engagements
- Prepare reports for AIM Council as required
- To act as a member of the AIM team at conferences, events and exhibitions including AIM National Conference
- Be a proactive and effective member of the leadership team.
- To work effectively as part of the AIM team.

**Nature and Scope:**

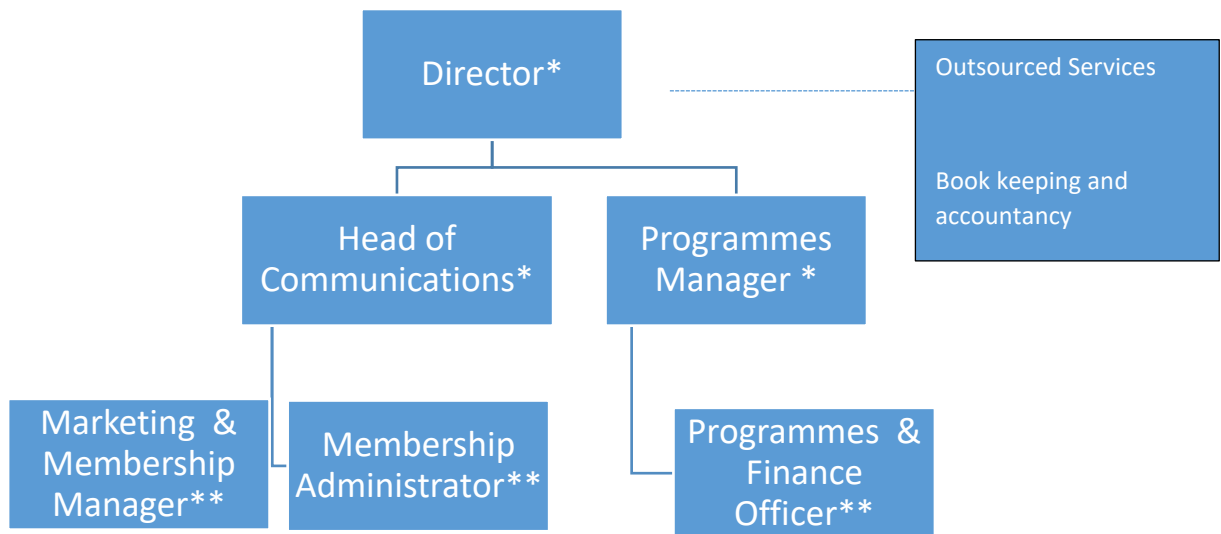
- Line management responsibility for the Marketing and Membership Manager and Membership Administrator
- The postholder will work closely with the Programmes Manager to ensure AIM's programmes have effective communications and marketing support.
- The postholder will form part of the leadership team to support the Director.

**Qualifications and experience required for this role:**

- Experience of developing and implementing communications strategies and plans
  - Copywriting and editing skills and experience
  - Proven marketing skills and experience
  - Experience of managing staff
  - Excellent communication skills (written, oral and editing), including presenting to peers and colleagues
  - Excellent computer literacy and IT skills including photo editing
  - Able to build excellent working relationships across a wide range of groups including with colleagues, AIM Trustees, members, suppliers and advertisers
  - Ability to prioritise and cope with various tasks and time pressures.
  - Must be flexible, enthusiastic and have a positive attitude.
  - The ability to work well as part of a team.
  - Dependability, responsibility and integrity.
  - Able to understand and advocate for the needs of independent museums and heritage organisations
  - Dedication to furthering the successful development of AIM and the delivery of its core purpose and values.
- Desirable experience
- Contemporary knowledge of the museum and heritage sector, especially issues affecting independent museums

*Note: This job description is designed to outline the main duties and responsibilities associated with the role but it is not intended to be an exhaustive list of all duties performed.*

### 3. AIM STAFF STRUCTURE



**\*The Director, Head of Communications and Programmes Manager posts are based at the AIM Office at NWM Ellesmere Port**

**\*\*The Marketing and Membership Manger, Membership Administrator and Programmes and Finance Officer are home based staff.**



## 4. Working for AIM

The post of Head of Communications is full-time, with an annual salary of £33,000.

Regular UK wide travel is an essential requirement of the job, typically 3-4 days per month, for which reasonable expenses will be paid.

AIM provides an auto-enrolment pension for all staff. The current employer contribution is 4%, There is an annual holiday allowance of 25 days, plus 8 statutory public holidays. A six-month probationary period will apply.

## 5. Application and Selection Process

You are invited to apply in confidence by submitting your Curriculum Vitae (maximum length of four pages), together with a covering letter, preferably of no more than three pages, having read the job profile and the requirements of the job. Please also submit 2 examples/ excerpts of your on and offline writing (max 500 words each piece).

**Closing date: Wednesday 26<sup>th</sup> June 2019.** We will acknowledge receipt of your application.

**Interviews are expected to take place at the National Waterways Museum, Ellesmere Port on Friday 26<sup>th</sup> July 2019.** Please confirm in your application whether you are able to attend an interview on this date.

Please complete the separate Selection Monitoring Questionnaire to enable us to monitor the effectiveness of our recruitment policy and processes, so that we can ensure selection is carried out fairly. The information you provide will also help us identify any barriers to selection. Your answers will be treated in confidence and used for statistical monitoring purposes only. Your completed questionnaire will not be seen by those responsible for short-listing and will not, therefore, form part of the selection process.

**Please email your application, marked AIM HEAD OF COMMUNICATIONS in the subject heading, to:**

**Emma Chaplin**  
**Director, Association of Independent Museums**  
**Tel 0788 4254351**

Email [emma.chaplin@aim-museums.co.uk](mailto:emma.chaplin@aim-museums.co.uk)

Your Selection Monitoring Questionnaire should be emailed, in confidence, to [aimadmin@aim-museums.co.uk](mailto:aimadmin@aim-museums.co.uk)

## **6. Equal Opportunities and Monitoring**

We welcome job applications from all sections of the community and will only consider applicants on the basis of their relevant experience, qualifications, skills and abilities.

The information you provide in the Selection Monitoring Questionnaire is purely for statistical monitoring purposes and will be treated in the strictest confidence. Your completed form will not be seen by those responsible for short-listing and will not, therefore, form part of the selection process.

The completed form will not be kept for longer than it is required for the purpose of Equal Opportunities Monitoring.

If you have a disability and require any adjustment to be made to either the application or interview process, in order for you to participate, please contact Emma Chaplin to discuss (0788 4254351).

### **Immigration, Asylum and Nationality Act 2006**

In order to comply with the Immigration, Asylum and Nationality Act 2006 it may be necessary to see proof of your right to live and work in the United Kingdom. If proof is required, we will request it once an offer of employment has been made but before you take up employment.

15<sup>th</sup> April 2019