

<b>Post:</b>	Programming and Commercial Development Manager – Museums & Collections
<b>Job Family/ Grade/Level:</b>	Business Support - Grade 8 (BS5)

## PERSON SPECIFICATION

### GLASGOW LIFE IS A COMPETENCY FRAMEWORK EMPLOYER

<b>Summary of Role</b>	<p>The role of Programming and Commercial Development Manager within the city's museum service, will provide a leadership role in taking forward the continued development and delivery of a commercial strategy and events programme that focusses on the city's museum buildings and collections. These buildings include Kelvingrove Art Gallery and Museum, Riverside Museum and the Burrell Collection.</p> <p>This is an outward facing role with responsibility for building strong relationships with partners in the events, hospitality and tourism sectors. The commercial strategy and events programme must support Glasgow's Tourism and Visitor Plan to 2023 and beyond, contribute to city recovery, generate income in support of the service and provide unforgettable experiences for citizens and visitors.</p> <p>There is a requirement to work closely with teams across the museum service, with wider Glasgow Life teams including the Marketing, Convention Bureau and Events teams and colleagues in Glasgow City Council.</p> <p>The role requires an awareness and understanding of the unique opportunities and requirements of museum venues as events and commercial spaces.</p> <p><b>Key Tasks and Responsibilities include:</b></p> <ol style="list-style-type: none"> <li>1. Work with colleagues to develop a programme of medium and large-scale audience development events that are innovative, have content routed in the museum collections and take place inside and immediately outside the city's museum venues.</li> <li>2. Develop a range of commercial activities, including corporate venue hire and products for the tourism and travel trade that generate regular income streams.</li> <li>3. Deliver the activities outlined in points 1 and 2 and propose ways to enhance them in future years.</li> <li>4. Procure and manage outdoor catering concessions at several museum sites.</li> <li>5. Act as a main point of contact for catering contractor(s).</li> <li>6. Set annual income and other KPIs, put in place a programme to achieve the KPIs, then monitor and report on progress.</li> <li>7. Ensure policies maximize income generation while offering great visitor experiences in a museum setting.</li> </ol>
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|  | <ol style="list-style-type: none"><li>8. Work with Glasgow Life colleagues, partners and external agencies to ensure that Glasgow Life's cultural and tourism priorities are met.</li><li>9. Develop, implement and monitor standards and service levels to ensure high quality customer care, service delivery and operational performance.</li><li>10. Negotiate contracts to maximise income, liaising with and supporting partners, customers and other stakeholders as part of a client management function.</li><li>11. Ensure that appropriate licences, procedures, supporting paperwork and multi-agency collaboration is in place as necessary and is in line with GL and GCC policies.</li><li>12. Provide regular updates and reporting on the programme, financial performance and work with colleagues to demonstrate the economic impact and GVA to the city.</li><li>13. Put in place an evaluation strategy that ensures on-going improvements are made in response to customer feedback.</li><li>14. Manage a small team who will carry out the day to day delivery of activities and directly deliver some larger activities.</li></ol> |
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<b>CRITERIA</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>	<b>EVIDENCE</b>
Education, Qualifications & Training	Educated to degree level OR equivalent relevant experience.		<input type="checkbox"/> Application Form <input type="checkbox"/> Certificates
Skills, Knowledge & Competencies	<p>Excellent written and oral communication skills, and able to demonstrate interpersonal and influencing skills.</p> <p>Experienced project manager that can work across multiple work areas with the ability to prioritise, plan and deliver programmes.</p> <p>Display expertise in business planning and an understanding of the relevant sectors to inform pricing structures.</p> <p>Experience of setting, monitoring and achieving performance targets, outcomes and quality standards.</p> <p>Evidence of anticipating customer need, exceeding customer expectations and resolving enquiries and challenges.</p> <p>Evidence of delivering new initiatives and driving forward new change.</p> <p>Demonstrate ability to contribute to and sustain relationships with a variety of partners and stakeholders.</p>	<p>High level ICT skills</p> <p>Experience of working in both public and private sector environments.</p> <p>Experience of working in a museum, heritage or visitor attraction.</p> <p>Understanding of audience development.</p>	<input type="checkbox"/> Application Form <input type="checkbox"/> Interview
Other	<p>Demonstrate an awareness and understanding of the unique opportunities and requirements of museum venues as events and commercial spaces.</p> <p>Experience of leading and supporting a team and motivating others.</p> <p>Demonstrate an understanding of the event and travel trade markets across Scotland, the UK and internationally in order to develop products that sell and meet the needs of a range of audiences.</p> <p>Demonstrate an understanding of the legislation in relation to the delivery of multi-agency events.</p>	Interest in the museum, heritage and tourism sectors	<input type="checkbox"/> Interview

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