Royal Signals Museum
Job Description
Head of Commercial Operations



Organisation: Royal Signals Museum.
Location: Blandford Camp, Blandford Forum, Dorset, DT11 8BJ.
Reports to: Museum Director.

Contract: Permanent / Full-time.
Salary: £40,000 P/A.
Working pattern: Monday to Friday, with occasional evening and weekend work for events and tours.
Location: Royal Signals Museum offices. Home working possible where agreed with the Museum Director.

About the Royal Signals Museum

The Royal Signals Museum tells the story of military communications, from the earliest days of signalling to the cutting-edge technology of the modern battlefield, and of the men and women of the Royal Corps of Signals (the 'Corps') who have served around the world.

The Museum is based within the Blandford Army Camp and provides an engaging and attractive offer for around 30,000 visitors a year. As an independent charity supported by the Army and Royal Signals Charity, the Museum depends on visitors, retail, catering and commercial activity to sustain its collections, exhibitions and learning programme.

The Museum exists to educate the public and members of the Corps in the military history and technical accomplishments of the Corp and its antecedents. It promotes understanding of and engagement with the past achievements of the Corps.

Purpose of the Role

To maximise commercial income in order to help build a financially sustainable future for the Royal Signals Museum. The Head of Commercial Operations will lead the museum's marketing, communications, digital presence and income-generating activities, and support the Director on the Museum's budgeting and financial analysis. Working closely with the Director, you will raise the Museum's profile, grow visitor numbers and maximise commercial income, so that more people discover the Corps' remarkable stories.
This is a varied, hands-on role for someone who is creative, commercially minded, financially literate and comfortable working across marketing, retail, licensing and digital. The successful candidate is expected to promote excellent customer service standards.

Key Responsibilities

Marketing and Audience Development

- Develop and deliver an annual marketing plan promoting the Museum, its exhibitions, collections, stories and events to existing and new audiences.

- Identify and test new marketing strategies, channels and partnerships, including tourism bodies, regional networks and military and heritage organisations.
- Use visitor data, feedback and analytics to understand audiences, measure campaign effectiveness and inform decisions.
- Work with the Corps' accountant and other members of the Corps' team as necessary.

Finance and Budgeting

- Work with the Director on the museum's annual budget-setting process, preparing forecasts and income projections for commercial activity.
- Provide financial analysis to support decision-making, including monitoring income and expenditure against budget, analysing trends and modelling the impact of pricing or new initiatives.
- Prepare regular financial and performance reports for the Director and, where required, for Trustees.
- Hold and manage the marketing budget, ensuring spend is planned, tracked and delivers value for money.

Commercial Strategy and Income Generation

- Work with the Director to identify, develop and maximise the M
- useum's commercial potential, including admissions, retail, catering, venue hire, group visits and other income streams.
- Contribute to the Museum's business planning, setting and monitoring commercial income targets.
- Explore new commercial opportunities, such as products, partnerships, ticketed events and licensing, and present business cases where appropriate.
- Responsible for the marketing strategy and the marketing plan.

Admissions prices

- Review ticket prices and discount structures on an annual basis in collaboration with the Museum Director.

Press and Public Relations

- Write and distribute press releases and media materials.
- Build and maintain strong relationships with local, regional, national, specialist and military media.
- Act as the first point of contact for media enquiries, coordinating spokespeople and interviews with the Director.
- Monitor and report on media coverage.

Social Media and Content

- Plan and deliver engaging, high-quality content across the Museum's social media channels.
- Work with curatorial and learning colleagues to bring the collection and the stories of the Corps to life online.
- Grow and engage online communities, responding to comments and enquiries in a timely and appropriate way.
- Track performance and adapt content accordingly.

Retail

- Lead and manage the Museum Shop, including product range, buying, stock control, pricing, merchandising and sales performance.
- Develop the retail offer, including museum-specific and Corps-related products, and develop online sales opportunities.
- Ensure accurate stock records, cash handling and reporting in line with the Museum's financial procedures.
- Ensure value for money and effective procurement.
- Look into and develop Retail Product Development opportunities for the Museum Shop in collaboration with the Museum Director.
- Investigate and if appropriate implement the opportunity of selling customised alcoholic beverages in the Museum Shop.

Café

- Manage the relationship with the café, ensuring the contract is delivered and that the café offer meets visitor expectations and the Museum's standards.
- Monitor performance, hold regular review meetings and resolve issues as they arise.

Venue hire & filming

- Identify, develop and implement opportunities in venue hire and filming.

Events

- Identification of potential events and implementation including but not limited to lectures and re-enactments.
- Leadership of external events - identify and implement attendance at external events.

Commercial Tours

- Responsible for paid for Museum Tours.

Website and Digital

- Keep the museum's website up to date, accurate and engaging.
- Lead the redesign of the Museum website, from scoping and briefing through supplier selection, content development and launch.
- Be responsible for updating the website and implement the web site refresh.
- Manage the relationship with the Museum's external IT provider, ensuring services are delivered to agreed standards and issues are resolved promptly.

Line Management

- Manage the Front of House staff and Front of House Volunteers.
- Staff Leadership – Recruit, train and motivate the commercial staff and Volunteers, and support to ensure exceptional customer service.
- Responsible for maximising customer service and sales.

General

- Work collaboratively with colleagues, volunteers, trustees and stakeholders across the museum and the wider Corps family.
- Ensure all activity complies with relevant legislation and good practice, including GDPR, Licensing, advertising standards, health and safety and safeguarding.
- Serve as a Director of the Royal Signals Museum Trading Company Ltd.
- Represent the Museum at events and in external networks as required.
- Complete training relevant to the role.
- Undertake other reasonable duties as requested by the Director.
- Support day-day Museum operations. On occasions you may be required to open and/or close the Museum, and on an occasional weekend or bank holiday provide cover in the shop.

The Package

- Pension scheme with employer contributions of 4%.
- A leaving gratuity scheme after 2 years' service
- A holiday allowance of 30 days plus all bank holidays
- Training opportunities.
- 10% discount in the Royal Signals Museum shop.
- Free entry to the Museum for family members.
- Personal parking space.

Person Specification

Essential

- Experience in marketing, communications or commercial operations roles, with a track record of growing audiences or income.
- Strong financial literacy, including budget management, forecasting and reporting.
- Excellent writing skills across press, web and social media.
- Strong IT skills.
- Experience of managing suppliers, contracts and partners.
- Excellent organisational and communication skills, with a creative, proactive approach.
- A track record of developing new ideas and turning them into sustainable income.
- Retail management experience.
- Understanding of food hygiene and staff training requirements in order to implement and/or manage.

Desirable

- Experience in a Museum, heritage, visitor attraction or charity setting.
- Experience of developing learning or group visit programmes.
- Experience of leading a website redesign.
- Experience of managing a website.
- Interest in military history or communications technology.
- Understanding of the military and defence environment.
- Knowledge of the Corps and its history or a willingness to learn.

Additional Information

- The Museum is on an operational military site, so the successful candidate must meet the security requirements for access to Blandford Camp.
- If you are successful the role will require a DBS check and may require a security check.
- The applicant will require eligibility to work in UK.

To apply: Send your CV and a covering letter of no more than two pages to Fritha Costain, Director. We welcome applications from all sections of the community and are committed to an inclusive working environment and a diverse workforce. We value individuality, equality and representation and appoint on merit.

The application deadline is currently Monday 14th December however, we reserve the right to close the vacancy earlier if we receive a high volume of applications.

E-mail: Director@royalssignalsmuseum.co.uk
Post: Fritha Costain, Director, Royal Signals Museum, Blandford Camp, Blandford Forum, Dorset, DT11 8BJ