



Job Description

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| Job Title: | Travel Trade and Museum Events Executive |
| Reporting to: | Head of Events |
| Direct Reports: | No direct reports, but will be expected to work with volunteers, as and when required |
| Grade: | Technical and/or Team Supervisory |
| Team: | Events |
| Group: | Visitor and Commercial Development |

ABOUT THE RAF MUSEUM

The Royal Air Force Museum is a national museum, a Government non-departmental public body (NDPB) and a registered charity, with two sister sites at London and Cosford. RAF Museum Enterprises Ltd is the trading arm of the RAF Museum with all profits gift-aided to the Museum to support its charitable activities. Our purpose is to share the story of the Royal Air Force - past, present and future, using the stories of its people and our collections, to engage, entertain, inspire and encourage learning. Our overall vision is to inspire everyone with the RAF story – the people who shape it and its place in our lives.

The shared values that guide our planning and behaviour are:

- **INtegrity:** we are open, transparent and ethical
- **Sharing:** we work as a team to ensure our collections and expertise are accessible to all
- **Passion:** we care deeply about sharing our collections and their stories
- **Innovation:** we tell our stories and develop our business with creativity and imagination
- **Relevance:** we ensure our legacy by linking our histories with today and tomorrow
- **Excellence:** we are professional and strive to ensure excellence in all that we do

As an organisation, we aspire to be entrepreneurial, agile and sustainable in our approach, and have agreed five key strategic priorities which will underpin all that we do for the current strategic planning period to 2030:

- Inspiring innovative engagement, debate and reflection
- Connecting with communities and partners
- Inspiring our people within a dynamic, diverse and collaborative culture
- Fit for the future with brilliant basics
- Embedding an entrepreneurial, agile and sustainable approach

As a member of the RAF Museum team, you will play an important role in delivering our purpose and achieving our vision, ensuring that the Royal Air Force's story continues to enrich and inspire current and future generations.

The Visitor and Commercial Development Group comprises: Retail and Admissions, Visitor Experience, Catering and Events, Communications and Marketing. We are responsible for ensuring our visitors receive the very best day out at the Museum and that every element of the visitor experience meets our customers' needs. We also oversee the commercial development of the Museum, ensuring our offer is relevant to our visitors and contributes to the future sustainability of the Museum.

Purpose of the Job

The Travel Trade and Events Executive will be responsible for the development of the Museums' business with tour and other group visits (excluding schools). The postholder will play a key role in developing our offer for the travel trade, selling it into the travel trade and managing bookings and group feedback. The Travel Trade and Events Executive will also provide some event management support to the teams, focussing particularly on the delivery of Museum events and members events, although some public event support may also be required at times.

Key Role Responsibilities

- To lead the development of our travel trade and group business, ensuring our offer is aligned with our key audience groups both at home and abroad.
- To perform a lead sales role to the travel trade. This will include working closely with our Communications and Marketing teams on the development of marketing plans to the travel trade, attending exhibitions and leading FAM visits where appropriate.
- To take lead responsibility for the management of key groups while on site in London.
- Act as key strategic account manager for our key partners in the Travel Trade, ensuring they are managed actively and effectively.
- Lead on the operational delivery of selected museum events, particularly RAF Day and Hendon Happy Hour.
- Lead on the operational delivery of our programme of members events and support the Head of Events on the development of the programme.
- Work closely with the Customer Service team to ensure that all booking processes for groups and member events are managed effectively.
- Act a key travel trade stakeholder at selected internal and external groups, including selected industry bodies such as ALVA and the Museums Association.

Additional General Responsibilities

Relationships

- Ensure effective communication with all stakeholders, both internally and externally.

- Work closely with other departments to deliver museum-wide programmes and objectives.
- Cultivate internal relationships that cross team boundaries and demonstrate positive collaboration and problem solving with all team members.
- Cultivate external relationships to identify potential new partners.
- Build and maintain partnerships with relevant external contacts and stakeholders.
- Champion volunteering across the Museum.

Budgets and Resources

- Work to reduce operational costs and maximise resources whilst maintaining standards of products and services.

Policies and Procedures

- Uphold both the spirit and letter of the Museums Association's Code of Ethics.
- Adhere to Museum policies, procedures and code of conduct, to protect people and the Museum's reputation, including GDPR, Health and Safety and Safeguarding policies and procedures.
- Professionally challenge procedures that do not add value to the Museum.

Personal Responsibilities

- Actively support and demonstrate the Museum's Values.
- Work as part of a team and support colleagues across the Museum.
- Protect the reputation of the Museum.

General Consideration

- The above job description is not intended to be a comprehensive list of key responsibilities, duties or requirements, and you are expected to carry out any other duties commensurate with the scope and scale of your role. The job description should be reviewed regularly to ensure it remains an accurate reflection of your role.
- You will be expected to travel to other sites, as and when the role requires it, including outside the UK.

Person Specification:

The post holder **must** have (and be able to demonstrate) the following core/professional competencies:

| COMPETENCY | DETAILS |
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| Essential technical competencies | <ul style="list-style-type: none">• Demonstrable and proven experience in event management.• Significant experience of working with the travel trade and groups sector.• Strong organisational skills, with the ability to manage complex events. |
| Communication & Engaging People | <ul style="list-style-type: none">• Displays enthusiasm around activities, adopting a positive approach when interacting with others, and motivating team members.• Listens to, understands, respects and accepts different views, ideas and ways of working.• Expresses ideas and provides feedback in a timely and effective manner and with sensitivity and respect to others.• Gives credit and acknowledges contributions of individuals in team. Deals with team performance or behaviour, issues in a timely and suitable way.• Seeks effective ways of working with colleagues, team members and other stakeholders, sharing information, knowledge and experience. |
| Decision Making & Problem Solving | <ul style="list-style-type: none">• Uses experience and knowledge of standard practices, procedures or customs to evaluate problems and make appropriate decisions/provide appropriate advice.• Is able to deal with unfamiliar situations or issues in an effective manner,• understanding when a situation requires reference to a relevant individual.• Takes initiative to suggest improvement ideas, sharing with the appropriate people in a constructive manner.• Takes ownership of problems in their own area of responsibility. |
| Delivering Results | <ul style="list-style-type: none">• Is able to organise own and others' activities to deliver to expected standards and targets, with operational responsibility for a particular area.• Shows determination to meet own objectives and priorities and supports team members in doing the same.• Considers and pre-empts situations that may require changes to own or, if applicable, team's priorities, and plans accordingly.• Remains positive and focused on achieving outcomes, despite setbacks. |
| Change, Adaptability & Flexibility | <ul style="list-style-type: none">• Is receptive and/or pro-actively identifies and contributes to new ideas and approaches, and adapts accordingly.• Has the ability to handle conflicting priorities.• Ensures own or, if applicable, team, uncertainties around any |

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| | <p>proposed changes are promptly and constructively raised with the appropriate people/person.</p> <ul style="list-style-type: none"> • Demonstrates an understanding of the need for change and adapts activities and approaches to successfully support the change. |
| Professional Excellence | <ul style="list-style-type: none"> • Demonstrates the appropriate level of technical and/or professional knowledge to fulfil the requirements of the role. • Demonstrates pro-activity in seeking opportunities to develop skills, knowledge and experience within own area. • Shows a willingness to take on new opportunities and activities to expand experience, skills and expertise. |
| Strategy & Leadership | <ul style="list-style-type: none"> • Understands the Museum's purpose, vision and strategic objectives, and how their own role, their team and other teams within the Museum, supports their achievement. • Positively influences and motivates others, building trust and co-operation within and between teams. |

The post holder **must** have (and be able to demonstrate) the following desirable core/professional competencies:

| COMPETENCY | DETAILS |
|--------------------------------|---|
| Additional competencies | <ul style="list-style-type: none"> • Experience of database management or CRM • A good understanding of GDPR and data compliance. |

Date created/modified: 10/12/19 Created by: Barry Smith Approved by: Kam Sandhu-Patel