

**Head of Commercial Learning
Learning Department
Royal Academy of Arts
Up to £45,000 plus performance incentives and attractive benefits**

The Royal Academy of Arts is going through its most radical development in its 246 year history. In 2018 (our 250th Anniversary) we will open a brand new building, a campus uniting Burlington House on Piccadilly with Burlington Gardens. This will include a brand new suite of galleries, new Education centre and a 300 seat auditorium. We will be a 2.5 acre site in the centre of London dedicated to the exhibition, creation and debate on the arts.

Operating in this new and improved campus, with first class learning facilities, the Academy is well positioned to build a strong revenue-generating programme of courses and classes. The Head of Commercial Learning will deliver this strategic initiative with a broad programme of innovative and popular events and courses, catering to its many audiences.

You will have a successful track record of building and managing a commercial learning business and will be highly motivated to design and deliver innovative courses. Data led, working with the Insight team, you will initially carry out in depth market research and competitor analysis for consideration in the programme design phase.

Commercially minded, you will be responsible for your own P&L, working closely with business support colleagues in the Finance team. A strong negotiator, you will secure preferential rates to maintain high margins. You will draw upon a wide network of contacts to deliver your courses and events.

With first class interpersonal and leadership skills, you will lead and motivate a small team of in-house learning professionals and freelance trainers. An ambassador for the Academy, you will be a confident and engaging presenter.

Supremely well organised, you will be well structured in your approach, whilst remaining flexible to the many demands on available space as you rapidly build the programme ahead of 2018. Confident, persuasive and assertive, you will navigate the Academy successfully to ensure the success of the commercial learning business.

Candidates must complete an application form to be considered for this position. You will find our application form and further details about this position in the **How to Apply** section of the Careers page on our website <http://www.royalacademy.org.uk/careers>

Closing date for applications: 6 August 2014
Interviews to be held w/c: 14 & 15 August 2014

JOB DESCRIPTION

Job Title: Head of Commercial Learning
Department: Learning
Reports to: Head of Learning

BACKGROUND

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MAIN DUTIES

- Working with colleagues in Strategy, Insight and Finance teams, lead on the development strategy for the introduction of a commercial learning programme at the Academy. Research, design and implement an innovative, popular and varied programme of paid public courses, lectures, workshops and other learning events for adult audiences, including Friends and Patrons.
- Review all existing events for adult audiences and attendance figures, price points and revenues, and introduce a commercial learning programme that delivers on ambitious revenue targets.
- Identify and select engaging speakers, presenters and experts to deliver the courses and classes. Negotiate optimum terms for the Academy.
- Liaise with internal stakeholders, including Exhibitions, Collections, Library, Schools and Architecture, to ensure that the commercial learning programme forms a cohesive connection to our artistic vision as a whole. Link the programme with current and future exhibitions, the work of Royal Academicians and other activities
- Contribute to the intellectual content and event format of the programme, whilst ensuring that the programme is appealing to non-specialists.
- Identify and develop opportunities for joint ventures with other arts and heritage institutions and educational establishments. Grow and maintain a network of professional contacts in these areas.
- Work with marketing colleagues to implement an effective marketing strategy with relevant publicity material and targeted adverts, in order to attract audiences and ensure activities are fully booked
- Work with the central ticketing team to implement an effective ticket pricing structure and booking process, and provide information on the programme as necessary

- Be on hand for key events as necessary to ensure smooth running and deal with any issues arising
- Work with the Head of Insight to ensure the programme is effectively monitored and evaluated in order to continually grow and improve the future offering ensure that all decisions are data driven and research led.
- Prepare reports of usage levels and feedback for senior leadership and committees when necessary
- Represent the Royal Academy's commercial learning programme at external events, promoting the activities on offer

Management responsibilities

- Lead, motivate and inspire a small team including permanent staff and freelancers, to ensure the programme is delivered to the highest standard
- Effectively manage recruitment, performance, annual appraisals, absence management and other employee processes within the team
- With the Head of Learning and business support Finance colleagues, devise and manage the budget for the commercial learning programme, conforming to company budgetary requirements.
- Contribute to the overall strategic and business planning for the Learning department and assist in preparation of annual reports etc.

General

- Be an ambassador for the Royal Academy at all times, sharing enthusiasm with speakers and audiences
- Ensure health and safety of visitors and other staff in accordance with policies and procedures
- Adopt a flexible attitude to undertaking any other duty that may reasonably be allocated by the Head of Learning or other senior manager

PERSON SPECIFICATION

- A proven track record of developing and delivering a dynamic commercial learning programme for adults at both strategic and operational level, within an arts and education context
- Established network and knowledge of professionals, speakers and experts in the field of art and more widely
- Strong commercial acumen and ability to achieve ambitious income targets; Strong negotiator and able to secure optimum commercial terms
- Experience of setting and managing budgets
- Experience of building compelling business cases, able to write a strong business plan
- Experienced people manager, able to create a positive team environment, motivate and encourage to extract optimum performance
- Excellent verbal and written communication skills with the ability to influence. Strong public speaking and presentation skills
- Experience in marketing public programmes to targeted, new audiences
- High level of resilience and ability to manage multiple priorities
- Thorough understanding of marketing strategy and audience development
- Knowledge of the use of digital media and technology in learning programmes