

**Head of Adult Learning
Learning Department
Royal Academy of Arts
Up to £40,000 plus 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 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 of the arts.

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

We are seeking a dynamic, creative Head of Adult Learning to develop a programme that will animate the RA, attract new audiences, retain our loyal users and establish the RA as the centre for debate and adult learning in London. You will lead a team that will expand upon the current programme of events, lectures, tours, trips and excursions, courses and classes, taking inspiration from our historic collections, the RA's world-renowned programme of exhibitions, the practice of artists, the history of art and visual culture and the latest developments in the art world.

You will have a successful track record of building and managing a successful learning programme, designing events and courses that raise money 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.

With first class interpersonal and leadership skills, you will lead and motivate a small team of in-house learning professionals and freelance guides and tutors. An ambassador for the Academy, you will be a confident and engaging presenter yourself, and will draw upon a wide network of contacts to deliver courses and events.

Supremely well organised, you will be 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 adult learning initiative.

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: 21 November 2014
Interviews to be held w/c: 4 & 5 December 2014

JOB DESCRIPTION

Job Title: Head of Adult Learning

Department: Learning – Artistic Programmes

Reports to: Head of Learning

MAIN OBJECTIVES

- To develop a programme that will animate the RA, attract new audiences, retain our loyal users and establish the RA as the centre for debate and adult learning in London. The Head of Adult Learning will deliver this strategic initiative with a broad programme of innovative and popular events and courses, catering to the RA's many audiences.
- To lead a team that will expand upon the current programme of events, lectures, tours, trips and excursions, courses and classes

MAIN DUTIES

Strategy and Planning

- Review the current programme of events, lectures, trips, tours and courses in consultation with the Head of Learning, and the Adult Learning, Architecture and Strategy teams to develop a medium-term plan for adult learning at the RA
- Develop a range of courses and classes, from those which are free to those which are paid and in-depth, which will maximise the spaces and scheduling opportunities available during the redevelopment of the Burlington Gardens site (from mid-2015 to 2018), becoming an integral part of the RA's Adult Learning Programme and expanding into the new auditorium and refurbished Learning Studio from 2018 onwards
- Work with the Head of Audience Insight to understand the RA's audience research so that the programme is varied and appealing to a range of audience segments
- Review the attendance figures, price points and revenues for all existing events

The Adult Learning Programme

- Research, design and implement an innovative, popular and varied programme of paid short courses and classes that address art history, practical art, architecture and related topics
- Liaise with internal stakeholders, including Exhibitions, Collections, Library, Schools and Architecture, to ensure that the adult learning programme forms a cohesive connection to our artistic vision as a whole
- 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 on an effective marketing strategy, set ticket prices and to promote the Adult Learning offer
- Advise the central ticketing team on booking processes, and provide information on the programme as necessary
- Collaborate with the Head of Insight to ensure the programme is effectively evaluated and that meaningful data is available to inform decisions

Management Responsibilities

- Lead, motivate and inspire a 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 in consultation with Finance colleagues, devise and manage the budget for the adult learning programme, conforming to RA budgetary requirements.
- Contribute to the overall strategic and business planning for the Learning department
- Prepare reports and feedback for senior leadership, committees and funders as necessary

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 managing and delivering an ambitious adult learning programme in an arts or cultural organisation; ideally at least 5 years' experience
- Excellent knowledge of art history, the practice of art or contemporary visual culture
- Experience of developing and delivering a dynamic programme of courses and classes for adults at both strategic and operational level, within an arts or culture context
- Established network and knowledge of professionals, speakers and experts in the field of art and more widely
- Ability to achieve ambitious audience targets and to generate income. A strong negotiator.
- Experience of setting and managing budgets, 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
- 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.