



Appointment brief

Chief Executive

July 2023

Reference: EGNF



ENGLISH HERITAGE

# Welcome from Gerard Lemos CMG, Chair of the English Heritage Board of Trustees

English Heritage is unique. It is the only charity in the world which looks after a National Collection on behalf of the nation of historic monuments, houses and sites from its own earned income. That has been a fantastic achievement of Kate Mavor CBE, the outgoing Chief Executive, and her team since 2015 when the government took the decision to make English Heritage independent. We are very grateful to Kate for her enormous contribution to English Heritage and I know that Kate is rightly proud of her track record.

The charity now has a strong platform of a world class portfolio of heritage assets, a resilient and successful operating model (notwithstanding the pandemic), a first-class team of staff, a rapidly growing army of committed volunteers, a loyal base of 1.2 million members and over ten million visitors each year. Our overarching commitment as a charity is that our stewardship of the National Collection is for public benefit.

But we know there are boundless opportunities for English Heritage. First and foremost we manage the National Collection to the highest standards. As well as offering excellent visitor experiences and an award-winning learning programme, we have unrivalled knowledge and expertise in sustainable conservation, authoritative and open-minded historical research and interpretation, as well as imaginative, original storytelling. Our success in fundraising is growing exponentially and there's lots of potential for philanthropic partnerships. Along with our 400+ sites, 300+ of which are free to enter, we also have an important collection of more than a million carefully looked-after objects from pre-history to the Cold War. The London blue plaques scheme which English Heritage is proud to operate is also a visible way to connect people to places.





We are looking for a new Chief Executive with the vision, imagination and leadership experience to build on the achievements of recent years and take English Heritage to a new level of significance in how England's heritage is understood, reflected upon, talked about, debated – sometimes amid controversy – and celebrated with pride both here and internationally. Our new Chief Executive will be a distinctive and authoritative participant in these crucial debates. We want all the communities of England to feel that our sites and the stories we tell are part of their local experiences, strengthening their sense of place and belonging, and ensuring they can participate in animating their local landmarks and the stories that go with them. We believe above all that history and heritage in places and objects can bring people together.

The new Chief Executive will work with the leadership team and the trustees to agree the new licence with Historic England to manage the National Collection from 2025. We will then create and deliver a new strategy from 2025 onwards to make our ambitions real with our commitments to the best conservation and historical research as well as financial strength and sustainability, including a growing contribution from fundraising and philanthropy. We want to continue to widen access for people from all communities. We are always looking for new ways to make our work more inclusive and we happily welcome millions of visitors – from near and far – strengthening their affection and respect for our heritage and our values. For the future, we want to develop large scale partnerships which make innovation a core attribute of our digital offer and all aspects of our work. We shall also be keen to consider significant additions to our portfolio as and when they arise.

We are not prescriptive about where candidates may have learnt their trade. If you think you have the vision, skills and experience to take on such a wonderful opportunity, we'd love to hear from you.

Gerard Lemos CMG



# Our core values

These are at the heart of everything we do.

## Authenticity

We seek to be true to the story of the places and artefacts that we look after and present. We don't exaggerate or make things up for entertainment's sake. Instead, through careful research, we separate fact from fiction and bring fascinating truth to light.

## Quality

We pursue high standards in all our work, from the service we provide to our visitors to the quality of our communications, from the way our events are run to the standard of our conservation work.

## Imagination

We seek to be imaginative in the way that history is brought to life, thinking creatively, using the most effective means, surprising and delighting people. We want each experience to be vivid, alive and unforgettable.

## Responsibility

We take the responsibilities of our different roles very seriously, whether as host to millions of visitors or sustainably conserving some of England's finest historic sites and artefacts.

## Fun

We want people to enjoy their time with us by providing experiences that elicit emotion as well as stimulate the mind. We want to entertain as well as inspire.

# Our strategic priorities

Our current strategic plan focuses on four areas:

## Inspiration

We aim to create inspiring and enjoyable experiences for everyone at our sites, online and in print, enabling people of all ages and backgrounds to share in and pass on the story of England.

Recent major projects have taken place at Clifford's Tower, where a new roof deck has unlocked spectacular views over the city of York, and at Tintagel Castle, where an accessible, award-winning footbridge allows visitors to experience the site in a completely new way.

We create varied and distinctive digital content including award-winning podcasts, popular videos and engaging articles. We also publish a quality magazine for our Members three times a year, along with a range of authoritative guidebooks.

Our Creative Programme is generating outstanding artistic interventions at sites across the country.

Education groups can visit any of our sites for free, and for a small fee they can also take advantage of our expert-led Discovery Visits. Teaching resources are also freely available on our website.

## Conservation, Stewardship and Sustainability

Conserving and maintaining our sites is one of our biggest responsibilities. A major government grant made in 2015 helped us make significant progress in bringing our sites into good repair, and our sustainable conservation strategy is making sure this money is spent as efficiently and effectively as possible. We engage members of the public with this vital work through our Conservation in Action programme.

Our Climate Action Plan sets out how we're addressing the challenges of climate change – both in terms of minimising our energy use and building our resilience to its impacts. In addition, our Nature Strategy explains how our sites will become havens for our country's under-threat wildlife.

Our experts also care for around a million objects, many of which are on display at our sites.

## Involvement and Inclusion

We provide an extensive range of rewarding opportunities for people of all ages and backgrounds to engage with our heritage.



Just over 4,000 volunteers give around 200,000 hours of their time each year at hundreds of our sites, as well as in our offices and collections stores. Our youth engagement programme is giving thousands of young people a variety of opportunities to enjoy and contribute to their heritage.

Our Equality, Diversity and Inclusion strategy explains how we are driving EDI across every aspect of our work by focusing on our people, our audience, our interpretation and our networks. We have also developed an access strategy and a community engagement strategy to define how we can put our sites at the heart of their local communities.

### Financial Sustainability

The funding we were given in 2015 has now been fully invested, meaning that our charity receives no revenue support from the government. Despite many challenges, we have demonstrated that we have a robust financial model built on a strong base of visitors and Members, complemented by fundraising, commercial activity and efficiency savings. We are now focused on growing our financial resilience by significantly increasing philanthropic support, delivering further efficiency savings, exploring opportunities provided by our new Customer Relationship Management system, expanding our commercial income and making revenue-driving investments in our sites.









# The role

This is a very exciting time to lead English Heritage into its next chapter. With the basis of a very strong foundation, the new Chief Executive will work with the Board of Trustees to lead the organisation forward, delivering on securing the property licence and creating the organisation's strategy from 2025 onwards, as well as continuing to broaden the organisation's reach and fulfil its vital mission.

## PURPOSE OF POST

The Chief Executive will:

- Lead on agreeing the new property licence from 2025 for managing the National Heritage Collection with Historic England;
- Continue to secure, protect and improve the National Heritage Collection through our conservation and curatorial excellence;
- Devise and develop English Heritage's strategy from 2025 onwards with the Senior Management Team and agree the strategy with the Chair and the Board of Trustees;
- Review the operating model in line with the new strategy, in particular harnessing the increasing opportunities of digital in all areas of our work;
- Devise and deliver annual plans with the senior management team and agreed by the Board of Trustees;
- Be a leading voice in national and international debates about the importance and meaning of heritage;
- Continue and build on our excellent close working relationship with our partner Historic England;
- Maintain English Heritage's track record for excellent governance, leadership and accountability for its people, structures and operations.





## Person specification

The successful candidate's experience or demonstrable attributes will ideally include:

- Senior leadership as CEO or as a senior manager in an organisation of similar significance and profile to English Heritage, demonstrating exceptional integrity and inclusive leadership skills;
- Building and strengthening a substantial charitable organisation around a compelling, well-defined cause;
- Devising and delivering strategies that bring innovation and impact to the heart of a large organisation's culture and sense of purpose;
- Resolute focus on the best possible experience for all sorts of customers – visitors, volunteers, donors and partners;
- Excellent financial management while growing the operations;
- Large scale fundraising from public sources, individual philanthropists, corporate partners and trusts and foundations;
- Building private and public sector partnerships at scale which deliver reach across diverse communities and sectors in new and different ways;
- Representing your organisation in public and working with multiple stakeholders in government, charities, local government and the corporate sector.

# Terms of appointment

This role is based in central London, but with important and regular travel to our other principal offices in Swindon, Bristol and York and our historic properties across the country.

The salary for this post is within the following band: **c£160,000 - £195,000** with some flexibility for the right candidate. The successful candidate will also be entitled to performance related pay of up to 10% of salary for exceptional performance (subject to affordability, reviewed annually).

English Heritage will match employee pension contributions up to 10% of salary, into a defined contribution scheme.

Annual leave is 25 days rising to 28 days after 3 years of service.





# How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to English Heritage on this appointment.

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments) using code **EGNF**.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring\* form.

The closing date for applications is noon on **Monday 31<sup>st</sup> July 2023**.

Initial interviews will be carried out by Saxton Bampfylde **w/c 14<sup>th</sup>, 21<sup>st</sup> & 28<sup>th</sup> August 2023**

First and second interviews with the English Heritage Nominations Committee will take place between **w/c 15<sup>th</sup> September and w/c 2<sup>nd</sup> October 2023**.

The appointments will be made subject to satisfactory references and other appropriate due diligence including a declaration of any relevant interests you hold.

*\* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*

## GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

## Further Information

You will find much more information about us on the [English Heritage](http://www.english-heritage.org.uk) website, including a copy of our latest Annual Report and accounts.

# Saxton Bampfylde

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