



## ROYAL AIR FORCE MUSEUM ENTERPRISES LIMITED (RAFMEI) BOARD NON EXECUTIVE DIRECTOR ROLE DESCRIPTION

### 1. Summary

#### 1.1 Background

RAFMEI is the trading subsidiary of The Royal Air Force Museum, a National Museum, Government Executive Non-Departmental Public Body (NDPB) sponsored by the Ministry of Defence, and a registered charity. The Museum welcomes almost a million visitors per annum to our two public sites in London and the Midlands and our creative programmes engage with the public onsite, online and in our communities.

RAFMEI leads the development of the Museum's commercial activities (and any activities that are 'non-primary purpose trading') for the benefit of the charity. All profits are gift-aided to the Museum on an annual basis and are generated through retail, catering, corporate and public events, commercial experiences, such as flight simulators, and car parking.

#### 1.2 Time commitment

RAFMEI Directors are appointed by the RAFMEI Board with ratification by the Museum Board of Trustees. Candidates should be able to devote (on average) one day per month to the role.

There are four full RAFMEI Board meetings per year with additional time required for preparation. RAFMEI Board members are key to supporting the Museum's Strategy 2030 (see <https://www.rafmuseum.org.uk/about-us/>) through their commercial expertise and are invited to attend Museum events and to represent the Museum elsewhere.

#### 1.3 Remuneration

RAFMEI Non Executive Director Board members give their services on an honorary basis, but are eligible to claim expenses reasonably incurred in performance of their duties.

### 2. The Royal Air Force Museum

The Royal Air Force (RAF) Museum was established as a legacy of the RAF's fiftieth anniversary, opening our London (Hendon) site in 1972. From 1979, the Museum also managed the Cosford Aerospace Museum for the MOD, which had also been in operation since 1972. This was renamed the RAF Museum Cosford in 1998 when it formally joined the Museum portfolio. The Museum also has two external stores, one in Stafford and another within RAF Cosford.

The Museum is outward focused and people centred, guided by its Strategy 2030 (see. The Museum's vision is to inspire **everyone** with the RAF story – the people who shape it and its place in our lives, ensuring that the national collection is relevant, shared and well cared for. 2018 marked the Centenary of the Royal Air Force and, in June 2018, the Museum opened the major transformation of its London site and had its most successful year across both sites since the Museum's formation, welcoming almost a million visitors. Equally importantly, its visitor profile has broadened and diversified significantly, and the partnerships – and friendships – that have developed over the period have laid a firm and inspiring foundation to build on for this next chapter of the Museum's history.

### 3. RAF Museum Enterprises Ltd (RAFMEEL) Non Executive Director vacancy

The purpose of the RAFMEEL Board is to govern and lend expertise in order to drive income from the RAF Museum brand, visitors, assets and sales channels to generate sustainable long term growth. The Board of Directors comprises individuals that provide significant and diverse commercial and visitor experience expertise.

#### Person Specification

We are looking for Non Executive Directors with commercial business acumen, creativity and expertise in one of the following areas to join the Board:

- Experience of running a successful commercial visitor attraction
- Experience of building a successful e-commerce business, including CRM, digital marketing and online retail
- Corporate hospitality / catering
- Finance.

RAFMEEL Board members are responsible for:

- The development of all our commercial business
- Financial sustainability
- Commercial input and advice for all major Museum developments
- Overseeing the development of our sales channels
- Brand monetisation – translating the RAFM brand into commercial benefit
- Commercial optimisation of the visitor experience – e.g. merchandising, tours, shop, Virtual and Augmented Reality Experiences
- Capitalising on assets – e.g. spaces, objects, stories and signature items.

RAFMEEL Board members will be forward looking and focus on the delivery of the Commercial Strategy. They are responsible for approving all RAFMEEL financial budgets and reforecasts on a quarterly basis and for reviewing, and approving the profit and loss accounts of RAFMEEL.

RAFMEEL Board members act as an advisory group to the Board of Trustees on all commercial matters.

#### How to apply

To apply, please send:

- A CV of no more than two sides of A4
- A supporting letter setting out how you meet the above criteria

Completed applications should be emailed to: [Vanessa.white@rafmuseum.org](mailto:Vanessa.white@rafmuseum.org). Please put RAFMEEL NED in the subject line.

#### Contact

Further information, or to arrange an informal conversation about the role, please email [Vanessa.white@rafmuseum.org](mailto:Vanessa.white@rafmuseum.org)

#### Reasonable adjustments

If you would like a confidential discussion regarding any reasonable adjustments during the process, please also indicate this in the covering email or letter.

#### Eligibility Criteria

You cannot be considered for a public appointment if:

- You become bankrupt or make an arrangement with a creditor
- Your estate has been sequestrated in Scotland or you enter into a debt arrangement programme under Part 1 of the Debt Arrangement and Attachment (Scotland) Act 2002 (asp 17) as the debtor or have, under Scots law, granted a trust deed for creditors

- You are disqualified from acting as a company director under the Company Directors Disqualification Act 1986
- You have been convicted of a criminal offence, the conviction not being spent for the purposes of the Rehabilitation of Offenders Act 1974 (c. 53)
- You become subject to a debt relief order or a bankruptcy restrictions order
- You fail to declare any conflict of interest.

**Conflicts of Interest and Due Diligence**

If you have any interests that might be relevant, and which could lead to a real or perceived conflict of interest if you were to be appointed, please provide details in your application.

As part of our due diligence checks we will consider anything in the public domain related to your conduct or professional capacity. This may include us undertaking searches of previous public statements and social media, blogs or any other publicly available information.

<b>Closing Date</b>	<b>12 noon on 22 January 2021</b>
<b>Interviews</b>	<b>8 March 2021</b>