



Department for  
Digital, Culture,  
Media & Sport



**APPLICANT PACK**

# Digital & Public Engagement Trustees Imperial War Museums

# Introduction

The Prime Minister wishes to appoint two new trustees to the Imperial War Museum:

- 1x Digital Trustee
- 1x Public Engagement/Learning Trustee



# Imperial War Museum (IWM)

The Imperial War Museum (IWM) was founded in 1917 to record the story of the Great War. Its remit was subsequently extended to cover the Second World War and today, IWM is the world's leading authority on conflict and its impact focusing on Britain, its former Empire and the Commonwealth, from the First World War to the present.

It is dedicated to recording people's experiences of modern conflict, exploring the causes of war and its impact on people's lives. The collections are made up of the everyday and the exceptional, drawn from people of all walks of life. They reflect the total nature of war and reveal stories of people, places, ideas and events.

IWM makes its unique collections relevant to contemporary audiences by creating vivid personal stories and powerful physical experiences that engage visitors of all ages with the issues of war and conflict across our five museums. The Museum reflects the realities of war and challenges people to look at conflict from different perspectives.

IWM is a single institution with a single purpose, fulfilled in different ways at its different branches, both physical and virtual. In addition to its headquarters building, IWM London, in Southwark, the Museum's branches comprise the Churchill War Rooms and HMS Belfast in London, IWM Duxford in Cambridgeshire, and IWM North in Trafford, Greater Manchester which is housed in a stunning building by Daniel Libeskind. Alongside its conventional role as a museum, IWM is also a major national art gallery – it holds the second largest collection of 20th Century British and contemporary art in the UK - a significant national archive of written and audio-visual records, an important specialist reference library and a centre for research.



Since 1917



National

# Strategic Objectives

The Museum's strategic objectives, as set out in the Corporate Plan are to:

- Increase financial sustainability through securing long-term financial viability and resilience during the current challenges and any future business interruptions or global financial uncertainties.
- Prioritise audiences, creating inspiring, diverse and relevant visitor and learning experiences and providing excellent customer service.
- Deliver effective stewardship of our collection by developing and caring for our collection through effective management and ensuring our collections and knowledge remain relevant and accessible.
- Build IWM's brand, developing our reputation as a global authority and our ability to deliver our purpose and vision by providing high quality products, services and experiences.



More information can be found on the Museum's website [www.iwm.org.uk](http://www.iwm.org.uk). Specifically, the IWM Corporate Plan and annual report and accounts are published at <http://www.iwm.org.uk/corporate/reports>

# The IWM Board

Members of the Board have corporate responsibility for the general management and control of the Museum, subject to the terms set out in the Imperial War Museum Acts (1920 and 1955), subsequent amending legislation and other governing documents. It is their responsibility also to ensure that the Museum complies with any statutory or administrative requirements for the use of public funds. Specifically, the Board:

- Determines the general policy of the Museum;
- Appoints the Director-General of the Museum, with the approval of the Prime Minister;
- Monitors and oversees the Director-General's management of the Museum. The Director-General is the Board's chief executive and the Accounting Officer of the Museum;
- Has legal responsibility for the buildings, collections and financial assets of the Museum and their care and management;
- Approves the Museum's Strategic Plan;
- Monitors the process of Risk Management within the Museum; and
- Publishes an annual report and account, audited by the Comptroller and Auditor-General.

You will adhere to the [Seven Principles of Public Life](#), [the 12 Principles of Governance](#) and [The Code of Conduct for Board Members of Public Bodies](#).

Individual Trustees should therefore also be aware of their wider responsibility as members of the Board – namely to comply at all times with the Code of Practice for Board Members of Public Bodies as adopted by the IWM; and with the rules relating to the use of public funds and to conflicts of interest; and to act in accordance with the requirements of Charity law where this applies.

Trustees must be positive advocates for the Museum. They will exercise drive with due tact and discretion as members of a corporate body with a collective and strategic role.

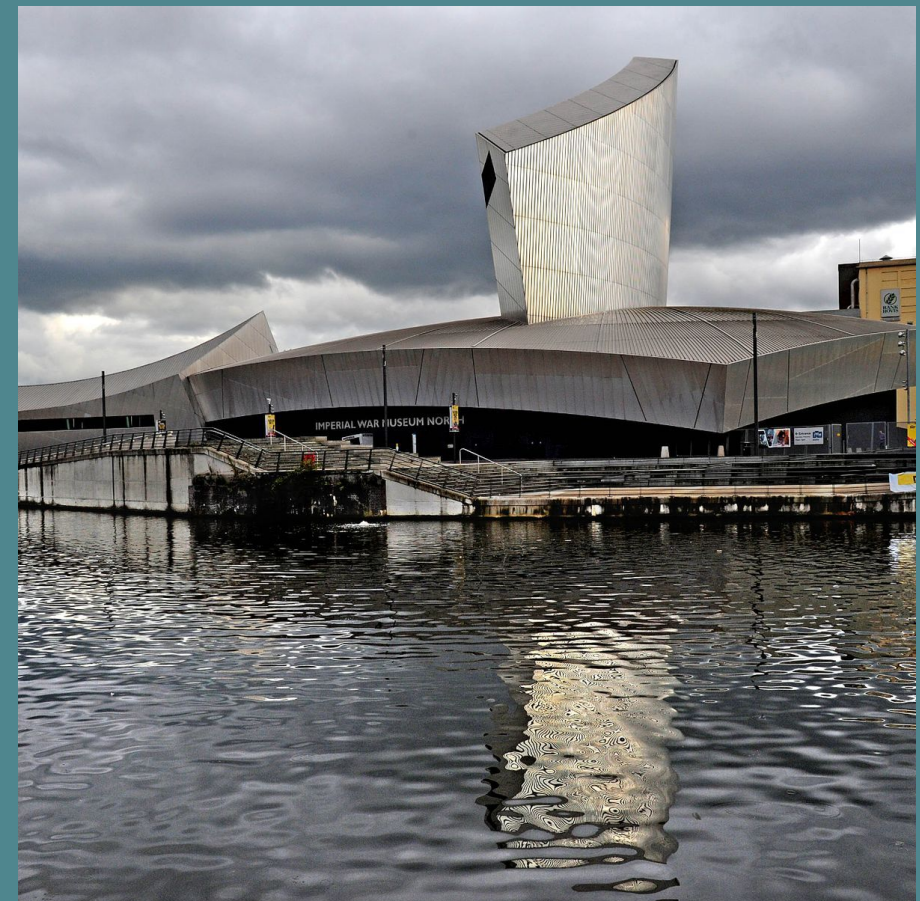
The Board consists of a President appointed by The Sovereign and 21 other Trustees, of whom 7 are Commonwealth High Commissioners and hold office ex officio. The remaining 14 Trustees are appointed variously by the Prime Minister and the Secretaries of State for Culture, Media and Sport; Defence; and Foreign and Commonwealth Affairs. The Chair is elected by the Board from within the membership.

The appointment of Trustees to these particular vacancies lies with the Prime Minister.

There are two vacancies being advertised:

**1x Digital Trustee**

**1x Public Engagement/Learning Trustee**



## Time Commitment

All Trustees are expected to allocate sufficient time to the role. Likely total time commitment will be around one day per month. There are four full Board meetings per year (generally March, July, September and December). Some additional time will be required to study papers as well as to attend events, away days, other committee meetings as appropriate and any representational engagements.

Meetings will generally be held at IWM London on Lambeth Road, SE1, but occasionally also at the Museum's other branches.

## Remuneration

The position is not salaried but reasonable expenses will be paid.



# Assessment Criteria

The successful candidates should be able to demonstrate the following:

## **Essential Criteria**

- a knowledge of and commitment to the IWM, and support of the purposes and values of the Museum, including its public educational purpose
- an understanding of the wider IWM narrative which, reflecting the 'Imperial' in our name, includes global stories
- a commitment to preserving cultural heritage, and improving education and understanding of British and World history
- a strong commitment to engaging communities outside of London, and factoring UK-wide perspectives into all decision making
- A commitment to improving opportunities for people throughout the UK and access to people from low socio-economic backgrounds

## **Digital Trustee**

- an expertise in the digital world
- an understanding of the application of digital technologies and processes in a commercial environment.

## **Public Engagement/Learning Trustee**

- Ability to engage with the public at a strategic level in areas which may include academia, learning, events, theatre, broadcast, the wider arts or broader corporate sectors
- an understanding of current public engagement/narrative-making practices and confidence in engaging a fully diverse range of audiences

## **Desirable Criteria**

- ability to take responsibility and demonstrate sound judgement in strategic decision making and take responsibility for decisions and actions
- excellent representational and communication skills
- an understanding of the principles of corporate governance

# Key dates

OPEN FOR  
APPLICATIONS

**19 April**

DEADLINE FOR  
APPLICATIONS

**17 May**

PANEL SIFT

**12 June**

INTERVIEWS

**July**

## **Advisory Assessment Panel**

- Helen Whitehouse - DCMS Panel Chair
- Wanda Goldwag - Senior Independent Panel Member
- Matthew Westerman - Chair of The IWM - Organisation Representative

# Diversity and inclusion

DCMS is committed to equality of opportunity and is committed to ensuring that public appointments better represent the views of the communities which they serve. We particularly encourage applicants from underrepresented groups, those based outside London and the South-East and applicants who have achieved success through non-traditional educational routes. We want to ensure any appointee is committed to promoting diversity, in its broadest possible sense. This will include embedding a commitment to the principles of levelling up and championing opportunity for all across the organisation, helping to ensure that the organisation is one in which a genuinely diverse range of views can be expressed, without fear or favour.

We ask all applicants to complete a diversity monitoring form. We hope you will help us by providing this information. Your data is not disclosed to the panel, but allows us to constantly evaluate any potential barriers to becoming a public appointee and what we can do to encourage a more diverse field to apply.

We try to guarantee an interview to anyone with a disability whose application meets the minimum criteria for the role. By 'minimum criteria,' we mean that you must provide evidence in your application, which demonstrates that you meet the level of competence required under each of the essential criteria.

If you wish to apply under this scheme, you will have the option to select this when you apply online. This will in no way prejudice your application.

## **Reasonable adjustments**

If you would like a confidential discussion regarding any reasonable adjustments during the process, please indicate this in the covering email or letter or communicate with the public appointments team, who will be happy to discuss this with you.





## STEP 1

### **CV**

on no more than 2 sides of A4



## STEP 2

### **Statement of suitability**

Describe how you meet the criteria for this role, on 2 sides of A4.



## STEP 3

**Equality information** and information relating to any **outside interests or reputational issues**

# Apply Online

<https://apply-for-public-appointment.service.gov.uk/roles>



This appointments process adheres to the Cabinet Office Governance Code on Public Appointments, which is regulated by the Commissioner for Public Appointments.

### **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 to the work of The Imperial War Museum, and which could lead to a real or perceived conflict of interest if you were to be appointed, please provide details in your application. If you have queries about this and would like to discuss further please contact the Public Appointments Team.

Given the nature of public appointments, it is important that those appointed as members of public bodies maintain the confidence of Parliament and the public. If there are any issues in your personal or professional history that could, if you were appointed, be misconstrued, cause embarrassment, or cause public confidence in the appointment to be jeopardised, it is important that you bring them to the attention of the Advisory Assessment Panel and provide details of the issue(s) in your application. In considering whether you wish to declare any issues, you should also reflect on any public statements you have made, including through social media.

As part of our due diligence checks we will consider anything in the public domain related to your conduct or professional capacity. This will include us undertaking searches of previous public statements and social media, blogs or any other publicly available information. This information may be made available to the Advisory Assessment Panel and they may wish to explore issues with you should you be invited to interview. The information may also be shared with ministers and the Cabinet Office.

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Contact us

Interested in  
other DCMS  
Appointments?

PUBLIC APPOINTMENTS TEAM

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Campaign Manger:

lucy.allinson@dcms.gov.uk

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Hear about vacancies that match your  
interests, attend events, and more.