

Job title	Head of Contemporary Programmes
Reporting to	Director of Education/dotted line to Director of Commercial & Design
Salary	£48-£50k
Location	A minimum of 3 days per week on site at Hampton Court Palace, East Molesey

Background

About the Royal School of Needlework:

The Royal School of Needlework (RSN) is the '*go to place*' for the Art of Hand Embroidery. Based at the historic Hampton Court Palace, we have been dedicated to preserving and innovating in the art of hand embroidery since 1872. Our thriving education programme offers courses for all levels, from beginners to degree level, and we teach onsite and online in locations across the UK, and internationally in America, Japan, and Australia. Our renowned Embroidery Studio creates bespoke embroidery for fashion, art, and royalty and offers expert conservation and restoration services for valuable and historical embroidered pieces.

The RSN is unique. No other single organisation covers the breadth of education and practice to promote the art and technique of hand embroidery or has our connections, collection, archive and heritage. Embroidery is an international language. Cultures and communities have used embroidery-based techniques to tell stories and record events for hundreds of years while the individual benefits of mindfulness and mental wellbeing are now increasingly being recognised today

Overview of role

The Head of Contemporary Programmes is a new post and has been created at an exciting time of growth and development in the life of the RSN. This is an opportunity for a confident, creative and customer-focused individual to help us step change our contemporary short course offer.

The successful applicant will be a creative and strategic leader, with relevant experience, in the creative industries, heritage and arts community. Working collaboratively with colleagues, the Head of Contemporary Programmes will be at the heart of the transformation of our non-accredited, leisure embroidery programmes. They will have a particular responsibility for generating a profit from our short courses, summer school and on-demand video courses.

This role leads the day-to-day management of the RSN's Short Courses, International Summer School and Online leisure courses. The Head of Contemporary Learning Programmes will also be responsible for shaping a dynamic and sustainable

programme offer that appeals to a wide range of audiences, from complete beginners to experienced stitchers. They will ensure that our courses balance the RSN's heritage and traditions with contemporary embroidery practices, positioning the RSN as the leading organisation for creative and leisure embroidery.

The role will require a confident communicator who can build partnerships, champion innovation, and inspire both staff and students. They will play a key part in broadening participation, expanding reach through digital learning, and developing new opportunities to generate income and enhance the RSN's profile nationally and internationally.

Key Responsibilities:

- To work with colleagues and the team to develop and lead on and deliver our core contemporary programmes strategy
- Lead the development and delivery of contemporary embroidery and creative programmes for the RSN, ensuring alignment with the organisation's vision and values.
- Provide strategic leadership for leisure and informal, courses, ensuring a high-quality student and customer experience
- Working with colleagues to develop strategies for sales and marketing our contemporary programmes that support the RSN's objectives
- Drive innovation in course design and leading to a growth in income, profit and customer reach
- Widen access to the RSN's leisure programmes to new and diverse audiences
- Oversee the planning, delivery and evaluation of contemporary embroidery programmes, including short courses and international summer school
- Undertake research to identify new target markets for commercial products and services
- To work closely with relevant colleagues to identify and develop new contemporary embroidery opportunities, income generating ideas and collaborations; test through pilot activities and develop a robust business plan for each new income stream
- Undertake research to understand competitors and how they compare to RSN products and services
- To work with staff and tutors to ensure that the RSN provides an outstanding customer experience

Line Management:

- Direct line management of Tutor Programme and Short Course Manager and On Demand Course Administrator

Person Specification

Essential

- Educated to degree level or with equivalent professional experience in a creative field
- Experience leading a contemporary / creative function and achieving results, preferably within an arts/heritage/creative industries setting
- Provide evidence of current or past work, which may include examples of creative programming and or practice.
- Strong market awareness, able to monitor training trends and develop them into opportunities
- Significant experience of programme and project management and operational delivery to deadlines and budget
- Strong digital awareness to commercial operations, ensuring a fully aligned experience across all channels and platform
- Able to work across departments and demonstrate strong interpersonal skills; ability to persuade, inspire, influence, and achieve results through others
- Strong numeracy skills, and the ability to produce, monitor and assess estimates/costs and work within budget
- Experience leading and managing staff in a small team and employing flexibility and imagination to achieve short-term and long-term business objectives
- Ability to manage budgets effectively, ensuring programmes meet financial and income targets.

Desirable

- Experienced embroiderer/art textiles professional
- Teaching experience in a relevant field
- Awareness of sustainable practices in arts and craft education
- Strong relevant networks

Working for the RSN

Pension and benefits

Our defined contribution pension scheme can be joined after three months in post. Your contributions of up to 3% of salary will be double matched by the RSN (making a maximum contribution by the RSN of 6%).

Location

The RSN is based at Hampton Court Palace, East Molesey, Surrey. We offer flexible working arrangements, and this is a hybrid role with on average three days a week working in the office. In person attendance for certain meetings is required (including all staff/team meetings and governance/committee meetings that take place in person). Limited travel within the UK may be required.

Working hours

35 per week full-time.

Holidays

23 days per annum, plus bank holidays and an additional shut down between Christmas and New Year.

Probation

This post is subject to a six-month probation period.

How to apply:

Please submit your CV to HR@royal-needlework.org.uk along with a supporting statement/letter telling us:

- Why you should be considered for the role and how it fits with your career plan
- How your skills and experience align with the responsibilities and person specification

All applicants must have the right to work in the UK.