



Candidate Brief



Trustees, Jewish Museum London

April 2021

Contact: Liz Amos

e: liz.amos@lizamosassociates.com t: +44 (0)20 3004 4702
Liz Amos Associates 1 Royal Exchange Avenue London EC3V 3LT



LIZ AMOS ASSOCIATES

Contents

Background	3
The Roles	4
The Specification	5
How to Apply	6
Appendix: Trustee Biographies	8

Disclaimer

Please note that ELGA Executive Search Ltd, trading as Liz Amos & Associates, believes that while the information contained in this document is true to the best of the Company's knowledge at the time of writing, such information may change without notice. Further, the information therein is the property of the Company and must not be passed on to third parties, published or attributed unless explicitly agreed.

Privacy Policy

Please refer to our website, lizamosassociates.com, for details of our Privacy and Data Protection Policy.

Background

The Jewish Museum London is seeking to appoint four new Trustees as the Chair, Nick Viner, appointed last summer, develops a diverse, inclusive and forward-looking Board to address the challenges of the future, following a period of considerable change.

The Jewish Museum London (JML) plays a vital role in telling the story of Jewish Life, history and culture in Britain and in challenging prejudice, provoking questions and encouraging understanding. The Museum's collections are made up of over 40,000 objects that cover themes such as migration, refugees, personal testimony, minority communities, faith and both material and ephemeral culture. The work of the Museum is centred around a passion for bringing these themes to life and for caring for a collection that includes a Designated Collection of Jewish ceremonial art, considered to be among the finest in the world.

The mission of the Jewish Museum London is to surprise, delight and engage all people, irrespective of background or faith, in the history, identity and culture of Jews in Britain. Their vision is of a world where cultural diversity and the contribution of minority communities are explored, valued and celebrated, for the enrichment of society as a whole. The ambition of the Jewish Museum London is to be a national institution, contributing to the national voice for museums and, through its developing online image library, establishing a national and international resource for stories which reflect the diversity of the Jewish community and the relevance of their history to current social, economic and cultural issues.

The Museum has undergone considerable change in the last year, like all museums in the sector, responding robustly to the challenges of Covid 19, but also using this time to address some underlying issues for the Museum itself. Under the new leadership of the Interim Director, Frances Jeens and the Chair, Nick Viner, they have embarked on a Governance Review, supported by Bates Wells; they have carried out an audit of Trustees, covering both skills, equality, diversity and inclusion; they have developed a new fundraising strategy. And, most importantly they have developed a ground-breaking on-line presence, providing access to more than 100,000 people in the past 12 months. Their programmes reached out to nearly 20,000 teachers, connecting with many students beyond and their innovative live Virtual Classrooms retained over 40% of their usual income stream from schools this past year. The virtual public events and member events drew very favourable comment, with topics such as Jewish Peddlars, Refugees from Nazi persecution as well as tours on women's history and Black and Jewish history all attracting good audiences, including internationally and Member Events, like Stories from the Stores which enabled people to peer behind the scenes, being well received. This period has also led to JML forming new partnerships, for example, with Westminster Abbey for their virtual family programme which also involved organisations such as the Garden Museum, St Paul's Cathedral and the Horniman Museum as well as partnerships within the Jewish community with Jami (Jewish community's mental health charity), Jewish Women's Aid and the Jewish Leadership Council. Meanwhile, much work has gone into making JML more sustainable over the longer-term, reducing costs by 60 per cent and re-thinking the role of JML in the future.

It is at this important stage, as the period of lockdown comes to an end and as JML determines its strategy for the future, that the appointment of new Trustees will take place. Key issues on the agenda include:

- What is a museum of the 21st century: where the previous reliance on high quality but expensive temporary exhibitions proved unsustainable, what might now be the pioneering ways to experience a Museum visit?
- What does it mean to have a Collection housed in a building: can it be experienced in other ways?
- What does it mean for JML to be a place of learning: thinking not just about their successful track record in schools and family programmes, but in also encouraging academic research?
- What does it mean for the Museum to be at the heart of the community in practice?
- Could JML become a national museum with responsibilities for sharing skills and expertise and telling a national story?

This past year the JML has taken an innovative approach to beginning to discuss these questions with active pilot projects and programmes designed to look at each question in depth to help guide our decision making going forward. Our ability and desire to pilot and learn from our experiences is key to how we work. Board discussions around these central issues will lead to the development of a strategy which will ensure JML's future and underline its relevance to the diverse communities with which it engages.

Organisation, Governance and Finances:

JML is a registered charity, governed by the Board of Trustees, chaired by Nick Viner. Other members of the Board are; Tanya Persey, Tali Krikler, Jamie Beaumont, Daniel Korski and Frances Jeens. Biographies of the Trustees are on page 8.

The Board meets 6 – 8 times a year. Sub-committees of the Board include a Finance, Audit and Risk and Nominations. JML also forms advisory groups, currently including a Collections Advisory Group and a Programming Advisory Group.

The Museum has benefited from welcome support from Arts Council England and a number of significant Trusts and Foundations during the lockdown period. Raising additional funds is an important challenge and one that is highly dependent on realising its key priorities of:

- Acting as guardians and guides to the Jewish community's history and heritage
- Enabling the telling of diverse and inclusive stories of Jewish people through objects
- Being a place of dialogue between Jewish and non-Jewish communities
- Being a community founded museum

For more information on the Jewish Museum London please go to: www.jewishmuseum.org.uk

For more information about the Museum's work during lockdown please read our Lockdown reports
<https://jewishmuseum.org.uk/about-us/reports/>

The Roles

The Board of Trustees is responsible for ensuring that the Jewish Museum London is run sustainably and in accordance with its vision and aims. At this important point in the Museum's development, trustees will also have a key role to play in supporting the Chair and the Executive in developing the new vision and strategy for the Museum's longer-term future. They will be committed to diversity and inclusion and making the work of JML relevant to diverse audiences which are not necessarily Jewish. They will want to be part of a Board with diversity and inclusivity at its heart, bringing expertise to the work of the Board in its identification of the way forward, putting into effect all that has been learnt during the period of Covid lockdown and ensuring the future of the Museum, its rich Collection and the amazing stories it has to tell can be shared with multiple audiences.

Trustees will need to be able to commit to attending 6 to 8 Board meetings a year and an annual 'away day' meeting, and to be prepared to make themselves available to serve on one of the subcommittees of the Board. Board meetings are usually held at the Museum.

Trustees will be expected to play an appropriate part in fund-raising, to provide support to the Director and the fund-raising team and to act as ambassadors for JML and what it is trying to achieve.

Terms of Appointment

Trustees are appointed for an initial three year term which is renewable for a further two terms of 3 years.

These are voluntary and unremunerated positions.

Expertise

JML is particularly wanting to recruit Trustees in the following areas of expertise:

Legal expertise: with a good understanding of governance and an ability to bring their attention to detail and ability to challenge to Board deliberations.

Marketing and Digital: able to provide appropriate support to the executive team as they develop JML's work and outreach to multiple audiences in the digital media.

Museums and Heritage: with excellent insights into current debates about the future of the museum and understanding of the opportunities which current events enable

Audience Engagement: good experience of engaging audiences, not necessarily in a museum setting, to bring fresh insights to JML that can help them refine their approach.

Those with commercial experience, for example in retail and catering or in museum enterprises are also encouraged to apply.

The Specification

The Jewish Museum London is looking for candidates who can command the respect of their fellow Trustees and can bring professional expertise to the Board in the categories outlined above. They will have a keen interest in the future of the Museum, in the work of JML and the contribution it can make locally, nationally and internationally, highlighting key issues on the social agenda which may include faith, discrimination, refugee experiences, migration and immigration. Non-Jewish applicants, people of colour, and those who represent diversity in all its forms, are warmly welcome to apply.

Applicants are required to fulfil the demands of the role and the key criteria set out below.

- Passion about what the Jewish Museum London could be
- Strong commitment to diversity and inclusion and the ability to understand the unique importance of this in the context of Jewish Museum London
- An ability to contribute effectively to the development and oversight of the Museum's strategy
- Excellent communication and advocacy skills with the ability to act as effective ambassadors for the organisation
- Highest standards of probity and integrity, in accordance with the Nolan principles of standards of conduct in public life
- Good inter-personal, team and networking skills that can be deployed for the benefit of JML
- Sufficient financial and commercial acumen to contribute appropriately to discussions on finance and the long-term sustainability of the organisation
- Commitment to the vision, purpose and values of JML
- Some knowledge of corporate and charity governance, ideally gained through previous experience as a charity Trustee or a member of staff reporting to a Trustee Board

How to apply

To register your interest in this opportunity, you are asked to submit:

- A copy of your CV or biographical details;
- A statement of interest indicating why you are interested and what you are able to bring to the organisation bearing in mind the qualities sought as set out in the person specification;
- A completed Personal Details Form available from Liz Amos at liz.amos@lizamosassociates.com

These papers should be sent to Liz Amos, whose contact details are:

t: +44 (0)20 3 004 4702

e: liz.amos@lizamosassociates.com

Please submit your application electronically and please note:

CLOSING DATE FOR APPLICATIONS: 4th May 2021

Please be aware that neither Liz Amos Associates, nor the Jewish Museum London can be held responsible for the non-delivery or late receipt of applications.

For an informal discussion on this opportunity, please contact:

Liz Amos t: +44 (0)20 3004 4702
 e: liz.amos@lizamosassociates.com
or her colleague:

Jocelyn Buxton t: +44 (0)1276 471878
 E: jocelyn.buxton@lizamosassociates.com

All applications will be acknowledged on receipt. If you do not receive an acknowledgement within 5 working days, please telephone Liz Amos.

The Nominations Committee will review all registrations of interest in mid-May and interviews are planned to take place later in May or early June. Informal meetings with the Acting Director and other due diligence will be arranged over the course of the process.

The Trustee Board

Nick Viner (Chair of Trustees)

Nick Viner joined the Jewish Museum London as Chair of Trustees in July 2020. He brings extensive experience to the Museum from his work in both commercial organisations, and in charities with a strong commitment to education and the Arts. Nick was the founding Chief Executive of JW3, London's award-winning Jewish Cultural and Community Centre.

Frances Jeens (Interim Director)

Frances Jeens is the Interim Director of the Jewish Museum London, taking up the role after 7 years leading the Learning and Engagement Team through programmes that included increasing school visits by 375% and launching a community and family engagement programme with a focus on accessibility. Frances has a wealth of experience within the Museums sector and a passion for learning in Museums and is the co-founder of the Faith and Heritage Learning Network, a committee member for the Digital Learning Network (DLNET), a Group for Education in Museums (GEM) London Rep and a governor at a primary school in east London.

Jamie Beaumont (Treasurer)

Jamie Beaumont joined the Museum as a Trustee in 2020 and brings a strong background of financial expertise. Jamie qualified as a chartered accountant with PwC in 2005. He is an experienced CFO/COO and is currently a Managing Director at LEGO Ventures.

Daniel Korski (Trustee)

Daniel Korski joined the Jewish Museum London as a Trustee in January 2021. Daniel has held senior positions in the government, most recently as an adviser to the UK Prime Minister, and is the CEO and Co-Founder of PUBLIC, a technology and venture business focused on transforming public services.

Tali Krikler (Trustee)

Tali Krikler joined the board in 2020. Tali is an experienced Learning and Participation specialist and has produced, designed and led a broad range of projects and resources within museum, heritage, cultural, health and business settings.

Tanya Persey (Trustee)

Tanya joined the board in 2018 and was Treasurer from 2018 to 2021. She has spent over 11 contributing to the third sector, using her background as a chartered accountant. She is motivated by driving strategic change and contribute to the goals of not-for-profit organisations. Tanya is currently also the treasurer of Camp Simcha, and works as a financial coach for people on low to moderate incomes.