



# AIM Chair Recruitment Pack



Association of  
Independent  
Museums  
Helping Heritage  
Organisations Prosper

Autumn 2024

# Welcome

The Association of Independent Museums is recruiting a new Chair of the Board of Trustees.

The primary role of the Chair is to ensure that the Board is effective in its task of setting and implementing the organisation's direction and strategy.

As AIM's Chair you will use your expertise and knowledge to advocate for museums and the independent sector, representing AIM and independent museums across the UK and helping develop AIM's networks and influence.

Please read the information provided in this pack and consider what you might be able to bring to our Board. If you would like to have a confidential chat please do not hesitate to get in touch. The closing date for applications is Sunday 29 September 2024.

Thank you for your interest in AIM and we look forward to seeing your application.



Andrew Lovett, Chair  
[andrew.lovett@bclm.com](mailto:andrew.lovett@bclm.com)



Lisa Ollerhead, Director  
[lisa.ollerhead@aim-museums.co.uk](mailto:lisa.ollerhead@aim-museums.co.uk)

# About the Association of Independent Museums

The Association of Independent Museums (AIM) is a membership organisation, set up in 1977 with the charitable objectives of supporting independent museums and galleries (whether in membership or not) throughout the UK. AIM is established as an independent charitable trust (No. 1082215) and a limited company (No. 1350939). The articles of association can be read [here](#).

For more information visit [www.aim-museums.co.uk](http://www.aim-museums.co.uk).

More details on our current financial position are contained in our [latest Annual Report & Accounts](#).

## AIM's Governance Structure

Members of the Board are elected by the AIM membership at general meetings with the Chair and Deputy Chair(s) elected from the Board. The Board also puts in place the sub-committees necessary to govern, including several grant-awarding panels.

AIM's Director and the AIM staff team manage and develop AIM, with the Director accountable to the Board. All Trustees will undergo an induction programme.

# Role profile

The primary role is to ensure that the Board is effective in its task of setting and implementing the organisation's direction and strategy.

As part of this, the Chair will take a leading role in:

- (a) Representing the organisation, raising its profile, adding to its positive reputation and being accountable to the outside world.
- (b) Being across all issues and topics relevant to the work of the organisation.
- (c) Determining the composition and structure of the Board and committees.
- (d) Engaging Trustees, individually and collectively, with the performance of the Board.
- (e) Supporting and evaluating the performance of the Executive Director.
- (f) Supporting change and growth.
- (g) Supporting the induction and development of members of the Board.
- (h) Leading meetings of the Board, including ensuring their effective planning and conduct to safeguard the valuable participation of all Trustees.
- (i) Fundraising.
- (j) Ensuring the conduct of the Board is true to the Seven Principles of Public Life.
- (k) Managing the proper preparation and conduct of General Meetings.

# Personal Attributes

- Effective chairing and leadership skills, demonstrating strong influencing skills.
- Strategic and analytical thinker, with an ability to articulate a compelling vision.
- Personal integrity and a confident public speaker and networker.
- Empowering, and able to help others find meaning in work.
- Extensive knowledge of the museums and / or heritage sector.
- Enthusiasm for AIM's vision, mission and philosophy, and its independence, and an interest in all areas of the Association's work.
- Comfortable with analysing financial performance, risk, and other key indicators.
- Business acumen, and political nous.
- Commitment to equality, diversity, and inclusion.

# Background and Experience

To be effective in this role the Chair will need:

- (a) An existing senior profile in the museums and / or heritage sectors.
- (b) Previous experience of being a charity Trustee or other non-executive Board member.
- (c) Existing relevant professional networks.
- (d) Existing integrity with decision and policy makers in the public and private sectors, and with the Government.
- (e) Existing experience of a leadership role in an organisation of at least comparable scale and profile.

## The Role of the Board

### Accountability, Legal and Financial Duties

- Reports on AIM's activities, including the achievement of 'public benefit' as a registered charity;
- Observes the Memorandum and Articles of Association (governing document), charity and company law and other regulatory requirements;
- Safeguards financial stability, including approval of the annual budget and deciding on major resource allocations;
- Regularly monitors performance against the annual budget and supporting appropriate management action designed to achieve agreed levels of financial performance.

### Policy and Planning

- Sets the overall strategic direction, setting policy, defining objectives, setting targets and evaluating performance;
- Approves the 'Business Plan' and ensures sustainability of operations;
- Ensures that all risks associated with the Association are recognised and that appropriate mitigation are enacted and regularly monitored;
- Provides guidance on new initiatives;
- Focuses on key issues.

### Advocacy

- Safeguards the good name, brand and values of AIM;
- Promotes the Association, its activities and its needs to the public, private and voluntary sectors to enhance AIM's profile;
- Acts as an enthusiastic and well-informed ambassador for AIM.

For more details of the specific legal obligations of trustees, visit the Charity Commission website [www.gov.uk/government/organisations/charity-commission](http://www.gov.uk/government/organisations/charity-commission)

# Application Process and Term of Office

The Board of AIM meets annually five times (including an Away Day), usually in February, May, June, September, and December. Some meetings are in person (across the UK), others online, and currently during office hours. Additionally, the Chair will be required to attend meetings with other sector bodies, such as Arts Council England, Museums Association and National Museum Directors' Council, as well as represent and / or accompany Lisa Ollerhead at meetings with Government Ministers and Officials. Applicants should be UK based.

The Chair usually has a leading role at AIM's annual two-day national conference in June (Portsmouth Dockyard 18 & 19 June 2025), including chairing panels and making presentations.

In 2027 AIM will celebrate its 50th anniversary, the lead-up to and an occasion which will create additional commitments for the Chair.

It is vital that the Chair has capacity and can commit to the time and attention required to fulfil the role. For information, the Chair is appointed by the Board of Trustees and has a casting vote. The Chair is supported by a Deputy Chair. After the retirement of Andrew Lovett, the Board will have 13 members (maximum 15).

We will accept applications in various formats including CV/cover letter and video / voice recording applications. Your application should address the following questions:

- Q1. How will you best support the vision and mission of AIM, and
- Q2. Why AIM?

Please send your application to Director, Lisa Ollerhead, at [aimadmin@aim-museums.co.uk](mailto:aimadmin@aim-museums.co.uk) by Sunday 29 September. Please also contact us if you would like a chat about the Board and your candidacy before applying. We will acknowledge receipt of your application. Interviews will take place with an in person panel in London (location tbc) with a video dial-in option, reasonable travel expenses can be paid.

If you require any adjustments to the recruitment process please contact us. Candidates are also asked to complete a diversity monitoring questionnaire found [here](#).

## Timescales

- Applications close: Sunday 29 September
- Sift expected w/c 7 October
- Opportunity for shortlisted applicants to have a chat with Lisa Ollerhead before interviews
- Interviews 21 and 22 October
- Appointments agreed by AIM Board November/December (to be put forward for formal election by membership at AGM June 18 2025).

# AIM's Equal Opportunities Statement

This policy statement sets out AIM's commitment to being an equal opportunities employer and is an integral part of every aspect of our activities. It is based on the most recent legislation and represents AIM's commitment to tackling inequality, discrimination and disadvantage.

Our goal is equality of opportunity for everyone who uses, visits, works in and works for the independent museum sector, and we will provide services and develop employment practices accordingly. We are committed to making sure that prospective and present employees are afforded equal and fair treatment in relation to recruitment, selection, terms and conditions of employment, training and promotion.

AIM works to actively combat discrimination and make sure that prospective or present employees are not treated less favourably on the grounds of: age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.

The Guiding Principle of AIM's Tackling Inequality Hallmark is that our work must be informed by a wider range of voices and perspectives from diverse backgrounds at Board level, in the staff team, and through the grant panels and contractors we work with. New voices will provide us with strategic challenge, informed advice, and a change in how we work and how we view the world that we work in.

## Statutory Eligibility

The law places certain restrictions on becoming a charity trustee. For example, you cannot be under the age of 18, previously have been removed from trusteeship by a charity, by a Court or the Charity Commission, disqualified under the Company Director's Disqualification Act 1986, or been convicted of an offence involving deception or dishonesty (unless the conviction is spent).

If you are in any doubt about your eligibility, visit the Charity Commission website at [www.gov.uk/government/organisations/charity-commission](http://www.gov.uk/government/organisations/charity-commission).

# Data Protection Act 2018 and Immigration, Asylum and Nationality Act 2006

The information that you provide as part of your application will be used in the selection process. All information about you will be securely held, with access restricted to only those involved in dealing with your application. Unless you are appointed, your data will be kept for 12 months and then destroyed.

By submitting your application and Selection Monitoring Questionnaire, you are giving your consent to your data being stored and processed for the purposes of the selection process.

In order to comply with the Immigration, Asylum and Nationality Act 2006 it may be necessary to see proof of your right to live and work in the United Kingdom. If proof is required, we will request it once an offer of employment has been made but before you take up employment.

## Reference and Administrative Information

Charity Registration Number: 1082215

Company Registration Number: 1350939

Registered Office:

AIM Office

National Waterways Museum

South Pier Road

Ellesmere Port

CH65 4FW