



We're **Silverstone Museum**, located at the world-famous Silverstone Circuit, and right now we're looking to find a strategic, multi-disciplined, analytical and commercially savvy **Finance Director** to help lead and drive the success of Silverstone Museum.

ABOUT SILVERSTONE MUSEUM

Silverstone Museum is located trackside at the birthplace of the Formula 1 World Championship, Silverstone Circuit. The Museum is a state-of-the-art visitor attraction that brings to life the extensive heritage of Silverstone and British motor racing through an exciting interactive and educational experience including:

- An impressive permanent exhibition that takes visitors on a journey through the history and stories of motor racing at Silverstone, set against the wider context of the sport. Being able to get up close and personal to some of the world's most iconic vehicles and learn the stories behind some of the most famous sporting moments in history, is what our visitors come for. We are privileged and honoured to be able to share our unique, yet extensive collection in the Museum.
- A Collections and Research Centre housing the British Racing Drivers' Club (BRDC) archive and other motorsport collections, as well as a specialist library and research room.
- Flexible learning spaces for educational groups to visit the Museum and experience specially developed workshops where inspiring children to study science, technology, engineering and maths (STEM) is at the heart of everything we do.
- Unique conference and banqueting facilities, ideal for meetings, gala dinners, product launches and events.
- Sim Suite at Silverstone, featuring seven pro-grade simulators that provide visitors and guests with a realistic race-driving experience – and the opportunity to test their skills behind the wheel.

At Silverstone Museum, we ensure that the heritage of Silverstone and British motor racing is explained and interpreted for today's public, while the Collections and Research Centre ensures that it is protected for future generations.

ABOUT SILVERSTONE HERITAGE LTD

Silverstone Heritage Ltd (SHL) is the independent, not-for-profit organisation (currently set up as a Community Benefit Society), responsible for developing, and now operating, Silverstone Museum, which opened to the public in October 2019.

The circa €20 million project was funded by a grant from the National Lottery Heritage Fund (NLHF) of circa £8.7m, and through loans, grants and donations from the following organisations:

- South Northamptonshire Council
- Buckinghamshire County Council
- Buckinghamshire & Thames Valley Local Enterprise Partnership
- South East Midlands Local Enterprise Partnership
- Cherwell District Council
- Garfield Weston Foundation
- The Beaverbrook Foundation
- Wolverhampton University
- British Racing Drivers' Club
- Silverstone Circuits Limited
- Architectural Heritage Fund

Silverstone Heritage Limited is a charity registered as a Community Benefit Society (CBS), Number RS007962, with the Financial Conduct Authority.





The society's "objectives" as set out within the organisation's rules are as follows:

"The advancement of education for the public benefit in the history and heritage of Silverstone Circuit and the surrounding area, its landscape, archaeology and its history as a centre for British motor racing. In particular, but not exclusively, by establishing a museum for the permanent exhibition and preservation of artefacts, archives and collections of educational and/or historic value."

As a not-for-profit organisation, all monies generated from commercial trading are utilised to cover our operating expenses, servicing debt and other financial obligations, with excess monies then being fully re-invested into the Museum. This including our exhibition, our education activity, archives, research and our collection, and ultimately supports the work we do to educate, inspire and engage the public with the legacy and stories of Silverstone and its role in British motor racing.

HOW WE'RE STRUCTURED

We are an independent organisation, separate to Silverstone Circuit and the British Racing Drivers' Club (albeit the original idea for a Museum and a Collection & Research Centre was their brainchild).

We are lead and operationally managed by an employed CEO (Phil Lawrie) and his management team comprising a Finance Director, Head of HR, Head of Collections & Research, Head of Retail & Commercial Experiences, Head of Events & Memberships and a Head of Learning & Engagement.

These are supported by a team of front-line employees as well as a group of volunteers.

The CEO is accountable to our Board of Trustees and reports to the Chair of the Board, John Hoy.

Our Board currently consists of twelve members.

OUR CURRENT PRIORITIES & FOCUS

The Museum opened for the first time shortly before the COVID-19 pandemic and the series of lockdowns that ensued. This significantly impacted the momentum regarding PR, marketing and awareness driving activity that had commenced for the opening. This, as well as other external factors, has meant visitation has not quite been where it was initially predicted to be, although the trend is upwards and is showing positive signs.

With a financing structure that combines loans as well as grants and donations, our ability to remain financially viable and self-sustainable is essential. Our current business model we believe is sound, however our focus on commerciality and financial viability is a primary focus.

Q4 of 2024 will see us continue to explore commercial opportunities to drive revenue, as well as activity to secure sponsorship and donations. We will look to increase external engagement activity to promote the work of the museum and build long-term, valuable partnerships.

THE ROLE

Reporting to, and working closely with the Museum CEO, this is an amazing opportunity to shape the development, growth and future success of the Museum, and ultimately help the wider positive impact we make with regards to education, conservation and preservation.

As a not-for-profit organisation, it's essential that we're a self-funding and sustainable entity and we can only achieve this and our wider aims through the effective management of our finances.

The Finance Director is a key leadership role which contributes to the attainment of the Museum's strategic objectives by ensuring that financial commitments are met, developing the policies required for sound financial control, supervising accounting-related activities and financial reporting – and co-creating the Museum's long-term business plans.





WHO WE'RE LOOKING FOR

Whilst we are a not-for-profit organisation, it's essential that we have a robust and sustainable business model delivering incremental visitor numbers and earnings to enable us to meet our financial commitments and overall objectives, so you'll bring proven experience of providing advice and guidance on financial strategy, cash-flow management, budgeting and delivering rigorous financial control policies and procedures.

The ability to manage and foster multiple stakeholder relationships both within and outside our organisation is essential, so credibility and influencing skills will be needed. Being able to deliver credible and authoritative briefings to the Museum's Board of Trustees will be a must. You will be developing and maintaining an effective financial environment but always balancing that with our commitment to protect and conserve heritage, promote education and inspire visitors and young people.

You'll also be a very visible part of the leadership team here, and you'll help drive our positive workplace culture through your engaging, transparent and people focused approach.

As for where you've worked before, experience in the heritage and museum sector is useful, or within visitor attractions. You'll demonstrate how you've navigated and steered a business to deliver results whilst tightly controlling cash-flow and effectively managing multiple stakeholders.

HOW TO APPLY

To apply please email an up-to-date CV and a covering letter (supporting statement), detailing what interests you about this particular opportunity and what experience and expertise you would bring to our organisation.

Deadline for submitting your CV and covering letter: 8 September 2024

Please email Elaine Hamblett, our Head of HR at:

Elaine.Hamblett@silverstonemuseum.co.uk

It is intended that interviews will take place in the last 2 weeks of September.