

Disgrifiad Swydd

Pennaeth Cynhyrchu Incwm Masnachol

Cefndir

Corff a Noddir gan Lywodraeth Cymru yw Amgueddfa Cymru. Mae ganddi Fwrdd Ymddiriedolwyr sy'n gyfrifol am bennu cyfeiriad strategol y corff a sicrhau y caiff ei adnoddau eu rheoli yn briodol.

Caiff Amgueddfa Cymru ei harwain gan yr Uwch Dîm Rheoli, sef y Cyfarwyddwr Cyffredinol a phedwar cyfarwyddwr cyfadrn. Mae'r Gweithgor Cyfunol, sef rheolwyr adrannau a'r Uwch Dîm Rheoli, yn cymeradwyo polisiau ac yn adolygu projectau a mentrau arwyddocaol.

Mae gan Amgueddfa Cymru wyth safle ar draws Cymru: Amgueddfa Genedlaethol Caerdydd, Sain Ffagan Amgueddfa Werin Cymru, Amgueddfa Lechi Cymru, Amgueddfa Wlân Cymru, Amgueddfa Lleng Rufeinig Cymru, Big Pit Amgueddfa Lofaol Cymru, Amgueddfa Genedlaethol y Glannau a'r Ganolfan Gasgliadau Genedlaethol.

Yn 2015, cytunodd Amgueddfa Cymru ar Weledigaeth newydd fydd yn sail i'n holl weithgarwch o hyn allan:

"ysbrydoli pobl, newid bywydau"

Trwy ein hamgueddfeydd a'n casgliadau, ein nod yw ysbrydoli pobl i feithrin eu hunaniaeth a'u lles; i ddarganfod, mwynhau a dysgu'n ddwyieithog a deall lle Cymru yn y byd.

Mae ein gwaith yn seiliedig ar yr egwyddor mai adnodd yw diwylliant, a gaiff ei greu gan bobl a chymunedau. Rydym ni'n rhan o'r gymdeithas y daw ein casgliadau a'n hadnoddau ohoni, a chânt eu hadnewyddu yn barhaus drwy ein gwaith gyda'r cyhoedd. Rydym ni'n atebol i'n cenedl am ein defnydd o'r adnoddau hyn.

Rydym wedi ymrwymo i bum elfen graidd er mwyn cyflawni'r Weledigaeth. Mae gwaith pob adran ac aelod o staff yn cyfrannu at gyflawni'r elfennau hyn.

Gwneud gwahaniaeth i Gymru: newid bywydau trwy weithio gyda chyrff lleol a chenedlaethol i greu Cymru hapusach, iachach a mwy cynaliadwy, lle mae diwylliant yn hygyrch i bawb a'r economi'n ffynnu.

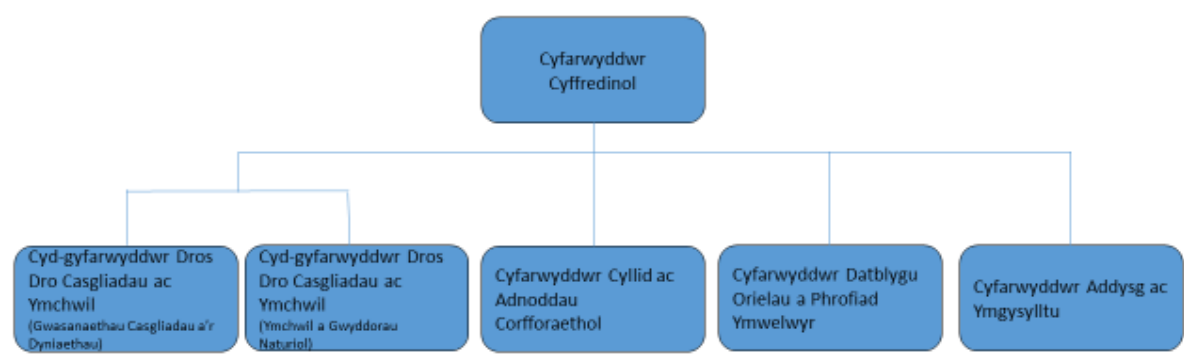
Profiad amgueddfa: mae ymwelwyr yn cael profi amgueddfeydd, arddangosfeydd, a gofodau cyhoeddus o ansawdd uchel lle gallant ddysgu a mwynhau.

Profiad ar-lein: mae defnyddwyr yn cael profi amgueddfa ddigidol hygyrch a chydgysylltiedig gan ymgysylltu, bod yn greadigol a dysgu.

Addysg a chreadigrwydd: mae gan bawb gyfoeth o gyfleoedd i ddysgu, ymchwilio a chreu.

Cyfranogiad a chynhwysiant: mae unigolion, teuluoedd a chymunedau yng Nghymru a thu hwnt yn cymryd rhan mewn gweithgareddau trawsddiwylliannol, cynhwysol a hygyrch a luniwyd ganddynt.

Strwythur yr Uwch Dîm Rheoli:



Cefndir Ein Gweithgarwch Masnachol

Elusen gofrestredig yw Amgueddfa Cymru. Yn 2003, sefydlodd Amgueddfa Cymru gangen fasnachol ar wahân dan yr enw Mentrau AOCC Cyfyngedig. Ar Fwrdd y cwmni hwn mae tri aelod o Fwrdd Ymddiriedolwyr Amgueddfa Cymru, aelodau o Gyfarwyddiaeth Amgueddfa Cymru a Chyfarwyddwyr Anweithredol sydd â phrofiad masnachol penodol. Tua £2.8m yw trosiant y cwmni, a thua £4.9m yw ei incwm cyffredinol anllywodraethol, gan gynnwys masnach.

Ar hyn o bryd, mae'r gweithgarwch masnachol yn cynnwys rheoli:

1. Siopau'r Amgueddfa yn:
Amgueddfa Genedlaethol Caerdydd
Sain Ffagan Amgueddfa Werin Cymru
Amgueddfa Lleng Rufeinig Cymru
Amgueddfa Lechi Cymru
Big Pit Amgueddfa Lofaol Cymru
Amgueddfa Wlân Cymru
Amgueddfa Genedlaethol y Glannau.
2. E-fasnach ac archebion post, wedi'u rheoli'n ganolog o Amgueddfa Genedlaethol Caerdydd ar hyn o bryd.
3. Meysydd parcio Amgueddfa Genedlaethol Caerdydd, Sain Ffagan Amgueddfa Werin Cymru a Big Pit Amgueddfa Lofaol Cymru.
4. Trwyddedu delweddu.
5. Marchnata a darparu gwasanaeth llogi cyfleusterau corfforaethol, yn bennaf yn Amgueddfa Genedlaethol Caerdydd, Sain Ffagan ac Amgueddfa Genedlaethol y Glannau.
6. Gwasanaeth arlwyio masnachfaint yn Amgueddfa Genedlaethol Caerdydd, Sain Ffagan Amgueddfa Werin Cymru ac Amgueddfa Genedlaethol y Glannau.
7. Rheoli safleoedd manwerthu gaiff eu rhentu i drydydd parti yn Amgueddfa Genedlaethol y Glannau.
8. Gwasanaeth arlwyio mewnol yn Amgueddfa Lechi Cymru, Amgueddfa Wlân Cymru a Big Pit Amgueddfa Lofaol Cymru.
9. Mentrau masnachol – theatrau 4D, cwrs antur rhaffau uchel.

Prif ddiben y swydd

Bydd y Pennaeth Cynhyrchu Incwm Masnachol yn rhoi arweiniad strategol a gweithredol i faes Cynhyrchu Incwm ar draws y corff a'r is-gwmni masnachol, Mentrau AOCC Cyf.

Bydd deiliad y swydd hefyd yn gyfrifol am ddatblygu a gweithredu projectau cynhyrchu incwm masnachol blaengar ledled y corff. Bydd yn arwain ar waith gweddnewid a gwella perfformiad trwy sicrhau fod crebwyll masnachol yn sylfaen i'n holl waith. Bydd yn cefnogi pob rhan o'r corff er mwyn gwneud y mwyaf o gyfraniad pob adran at ein gweithgarwch masnachol.

Bydd y Pennaeth Cynhyrchu Incwm Masnachol yn rhan o gyfadrann Cyllid ac Adnoddau Corfforaethol, felly bydd yn cynorthwyo â'r gwaith o ddatblygu a gweithredu cynlluniau strategol a chynlluniau gweithredol blynyddol. Bydd yn gyfrifol am reoli ac arwain y tîm Mentrau ac yn eu datblygu, eu hysgogi a'u hysbrydoli i berfformio hyd eithaf eu gallu, rhagori ar dargedau a darparu gwasanaeth heb ei ail i'n holl gwsmeriaid.

Mae'r incwm a gynhyrchir gan Mentrau AOCC Cyf. yn cefnogi gwaith Amgueddfa Cymru a'r cynlluniau uchelgeisiol a nodir yn ein Gweledigaeth. Yn yr hinsawdd ariannol heriol sydd ohoni, mae'n rôl strategol gwbl allweddol a fydd yn ein helpu i sefydlu safbwynt ariannol cynaliadwy i'r dyfodol.

Prif dasgau a chyfrifoldebau

1. Arwain a rheoli maes cynhyrchu incwm masnachol (nid yw'n cynnwys codi arian nac ymchwil).
2. Bod yn Brif Swyddog Gweithredol Mentrau AOCC Cyf., is-gwmni masnachol Amgueddfa Cymru.
3. Arwain, rheoli a sicrhau twf yn incwm ac elw ein gweithrediadau masnachol, gan gynnwys llogi corfforaethol, manwerthu, arlwy, ffilmio a thrwyddedu.
4. Datblygu incwm masnachol, cynyddu gwerthiant Mentrau, gwella ansawdd yr arlwy masnachol a gwella ystod y nwyddau.
5. Sicrhau ein bod yn cydymffurfio â'n dyletswyddau adrodd statudol a rheoleiddiol.
6. Sicrhau y caiff perfformiad ei fonitro a'i werthuso'n effeithiol ac y darperir adroddiadau priodol i'r Uwch Dîm Rheoli a Bwrdd Mentrau yn unol â'r cynlluniau strategol a gweithredol.
7. Rheoli cyllidebau Cynhyrchu Incwm a Mentrau Cyf.

Yn atebol i:

Bydd deiliad y swydd yn adrodd i'r Cyfarwyddwr Cyllid ac Adnoddau Corfforaethol ac yn atebol i Fwrdd Mentrau mewn perthynas â materion Mentrau AOCC Cyf.

Yn gyfrifol am:

Bydd deiliad y swydd yn rheolwr llinell ar y swyddi canlynol:

- Dirprwy Brif Swyddog Gweithredol
- Rheolwr Gwella Busnes

- Swyddog Cyllid
- Swyddog Trwyddedu Delweddau
- Rheolwr Manwerthu

Bydd ganddo gyfrifoldeb anuniongyrchol dros dîm o 67 aelod o staff, y mae 49 ohonynt dan reolaeth matrices rheolwyr safleoedd.

Penodol i'r swydd

1. Arwain a rheoli cynhyrchu incwm ar draws Amgueddfa Cymru.
2. Adolygu, datblygu a gweithredu cynllun busnes strategol gan gynnwys cynllun busnes tair blynedd ar gyfer Mentrau, yn ogystal â chynllun cynhyrchu incwm ar gyfer y corff.
3. Bod yn gyfrifol am staff a chyllideb Mentrau a gweithrediadau cynhyrchu incwm eraill gan gynnwys rheoli ariannol, rheoli perfformiad staff a sicrhau y bydd staff yn gwireddu eu llawn botensial tra'n cyrraedd y safonau uchaf a'u cynnal
4. Ar y cyd â chydweithwyr yn yr Adran Farchnata, datblygu strategaeth ar gyfer brand Amgueddfa Cymru a'i rhoi ar waith er mwyn cynyddu ein hamlygrwydd a chynyddu trosiant i'r eithaf.
5. Cynhyrchu a gweithredu gweithgareddau blaengar a hyfyw a fyddai'n cynyddu'r incwm a gynhyrchir ac elw yn sylweddol, yn unol â phwmpas a Gweledigaeth Amgueddfa Cymru.
6. Sicrhau fod strwythurau a modelau mewnol yn newid er mwyn addasu i weithio mewn ffyrdd newydd.
7. Gosod targedau a chyllidebau blynyddol, llunio rhagolygon blynyddol a chwarterol a phennu dangosyddion perfformiad allweddol er mwyn monitro a datblygu perfformiad masnachol.
8. Gweithio gyda chydweithwyr o'r adrannau Datblygu, Gwasanaethau Ymwelwyr ac Adnoddau Dynol i sefydlu Rhoddion gan Ymwelwyr ym mhob amgueddfa.
9. Asesu a rheoli'r risg sydd ynghlwm â chynhyrchu incwm a gweithgarwch masnachol a sicrhau fod systemau yn eu lle i liniaru'r risg.
10. Sicrhau rheolaeth contractiol dros holl weithgarwch a phartneriaethau Mentrau.
11. Diogelu eiddo deallusol Amgueddfa Cymru a sicrhau y caiff ei reoli'n effeithlon.

12. Bod yn gyfrifol am gyrraedd lefel gyson uchel o wasanaeth i gwsmeriaid ar draws Amgueddfa Cymru.

Corfforaethol

1. Ymroi i gefnogi egwyddorion cyfleoedd cyfartal fel y nodir ym Mholisi Cydraddoldeb ac Amrywiaeth y sefydliad a'u gweithredu.
2. Cefnogi gwaith yr adran o gydymffurfio â pholisïau'r Amgueddfa ar Gynaliadwyedd a'r Iaith Gymraeg.
3. Cymryd gofal rhesymol o'ch iechyd a'ch diogelwch eich hun ac eraill y gallai eich gweithredoedd, neu eich diffyg gweithredu, effeithio arnynt, a chydymffurfio â'r holl ddeddfwriaeth iechyd a diogelwch fel y bo'n briodol.
4. Yn rhan o delerau'ch cyflogaeth, mae'n bosibl y bydd gofyn i chi ymgymryd â dyletswyddau eraill a/neu oriau gwaith amgen lle bo hynny'n rhesymol, yn unol â gradd eich swydd neu eich lefel o gyfrifoldeb o fewn y sefydliad.

Canlyniadau

1. Cyrhaeddir targedau incwm busnes ac elw a chyfleoedd cynhyrchu incwm Mentrau, neu rhagorir arnynt, gan roi sylw dyledus i ansawdd a gofal cwsmeriaid.
2. Caiff cynnyrch a gwasanaethau ansawdd uchel eu darparu ar draws Amgueddfa Cymru i ystod eang o gwsmeriaid mewn dull cost-effeithiol, effeithlon ac amserol.
3. Datblygir mentrau masnachol a'u gweithredu ar amser, o fewn y gyllideb ac yn unol â'r canlyniadau gwasanaeth i gwsmeriaid y cytunwyd arnynt.
4. Cydnabyddir fod cynhyrchu incwm yn gyfrifoldeb ar bob aelod o staff. Mae gwneud y mwyaf o gyfleoedd masnachol yn rhan annatod o ddatblygiad pob rhaglen.

Manyleb y Person

Bydd gofyn i'r ymgeisydd llwyddiannus ddangos ei fod yn meddu ar y nodweddion canlynol (gweler y “**Canllawiau Recriwtio**” am gyngor ar sut i lenwi'r ffurflen gais):

HANFODOL	DYMUNOL
Gwybodaeth Angenrheidiol	
Dealltwriaeth o egwyddorion datblygu a chynnal brand cadarn, cyfathrebu clir a darparu gwasanaeth ansawdd uchel i gwsmeriaid.	
Gwybodaeth gadarn o ddata a dealltwriaeth o rôl data wrth sicrhau canlyniadau gwell.	
Dangos gwir ddealltwriaeth o’n cynulleidfaoedd a’n rhanddeiliaid a defnyddio'r wybodaeth hon yn greadigol a blaengar wrth ddatblygu cyfleoedd masnachol newydd.	
Profiad Angenrheidiol	
Profiad helaeth, gallu profadwy a gweledigaeth i arwain yn strategol ac yn weithredol ar lefel uwch mewn amgylchedd masnachol.	
Profiad profadwy o reoli staff ac adeiladu timau llwyddiannus iawn trwy ymroi i ddirprwyo tasgau a galluogi unigolion i lwyddo; bod yn glir am gyfrifoldebau unigol ac atebolrwydd ar y cyd; a rheoli perfformiad yn gadarn.	
Profiad profadwy o gyrraedd targedau a rhoi strategaethau, cynlluniau gweithredol a phrojectau ar waith, ar amser ac o fewn y gyllideb.	
Cymwysterau Academaidd / Safon Addysg	
Cymhwyster mewn Rheoli Busnes neu brofiad cyfatebol.	Cymhwyster ym maes arwain neu reoli a/neu hyfforddi a mentora.
	Cymhwyster rheoli project.

Sgiliau Angenrheidiol	
Sgiliau cyfathrebu rhagorol, ar lafar ac ar bapur, a'r gallu i ddatblygu a chyflwyno cynigion dyfeisgar ar lefel y bwrdd.	Y gallu i gyfathrebu drwy gyfrwng y Gymraeg neu barodrwydd i ddysgu.
Crebwyll masnachol profadwy a dawn ym myd busnes, a'r gallu i gynhyrchu a gweithredu syniadau a phrojectau cynhyrchu incwm blaengar.	
Sgiliau rhyngpersonol rhagorol a'r gallu i ddatblygu a meithrin perthnasau sydd o fudd i'r naill ochr a'r llall, a hanes o ddylanwadu a negodi llwyddiannus.	
Ffactorau Personal Angenrheidiol	
Gwynwch personol a'r gallu i ysgogi ei hun. Yr egni a'r brwdfrydedd i wneud penderfyniadau beiddgar mewn cyd-destun gweithredu sy'n newid yn gyflym.	
Dealltwriaeth o egwyddorion cydraddoldeb ac amrywiaeth parthed gwaith Amgueddfa Cymru a'r gallu i'w rhoi ar waith.	
Empathi â hanes a threftadaeth Cymru a diddordeb yng ngwaith Amgueddfa Cymru ac ymroddiad i'r gwaith hwnnw.	

Cymwyseddau Penodol i'r Swydd

Bydd gofyn i'r ymgeisydd llwyddiannus ddangos ei fod yn meddu ar y nodweddion canlynol (gweler y “Canllawiau Recriwtio” am gyngor ar sut i lenwi'r ffurflen gais):

Cymwyseddau Craidd	Esiaml
Gweithio’n bositif gydag eraill	Hyrwyddo enw da Amgueddfa Cymru, gan hybu ei gwaith a’i sylfaen gwybodaeth. Mynd ati i gysylltu ag eraill y tu hwnt i’r tîm personol a defnyddio ffynonellau arbenigedd perthnasol i sicrhau canlyniadau i Amgueddfa Cymru.
Croesawu dysgu, newid a chreadigrwydd	Hyrwyddo a chefnogi meddylfryd creadigol a rhoi cydnabyddiaeth gadarnhaol i syniadau ar gyfer gwelliant. Cychwyn, arwain a chyflymu newid yn Amgueddfa Cymru.
Ymroddiad i ganolbwyntio ar gwsmeriaid	Rhoi anogaeth a sicrhau bod eu cwsmeriaid yn greiddiol i waith a chmau gweithredu’r tîm. Annog y tîm i ymgysylltu â’r sylfaen gwsmeriaid ac ymateb iddo neu ei ehangu.
Cyrraedd canlyniadau effeithiol	Egluro a chefnogi amcanion allweddol a sicrhau bod timau ac unigolion yn parhau i ganolbwyntio ar eu gwaith. Dirprwyo gwaith yn briodol, darparu cymorth a chyngor, a sicrhau bod pobl yn atebol am ganlyniadau. Annog gwerthuso amryw agweddau o berfformiad a strategaeth gan ddysgu gwersi at gynlluniau’r dyfodol.
Ymroddiad i amrywiaeth a chyfrifoldebau cymdeithasol	Datblygu syniadau a chefnogi ymdrechion i sefydlu Amgueddfa fwy cynhwysol. Bod yn esiampl i eraill, arddel egwyddorion cydraddoldeb ac amrywiaeth wrth arwain a gwneud penderfyniadau. Gweithredu ar sail egwyddorion cynaliadwyedd amgylcheddol wrth gynllunio projectau a rhaglenni gwaith, gan reoli pobl yn unol â hynny. Sicrhau bod cyfrifoldebau lechyd a Diogelwch yn cael eu deall a’u hymgorffori ym mhob gweithgaredd.

Amodau a Thelerau Gwasanaeth

Cyflog Cychwynnol	Gradd H (£49,833.25 - £61,512.42) Penodir yr ymgeisydd i'r lefel isaf ar y raddfa fel arfer.
Hyd y Contract	Parhaol
Oriau'r Contract	37 awr yr wythnos
Cyfnod Prawf	Mae cyfnod prawf o 6 mis yn berthnasol i'r swydd hon.
Mae penodiadau newydd yn dibynnu ar dderbyn:	• Geirda boddhaol • Adroddiad meddygol • Archwiliad o Euogfarnau Troseddol • Prawf o'ch hawl i weithio yn y DU

Manteision i'n staff

Gwyliau blynyddol	27 diwrnod adeg penodi, yn codi i 32 diwrnod ar ôl 5 mlynedd o wasanaeth, ynghyd ag un diwrnod braint adeg y Nadolig ac 8 gŵyl banc (ar gyfer staff amser llawn). Defnyddir sail pro rata i gyfrifo gwyliau staff rhan amser.
Oriau Hyblyg	Rydym yn gweithredu system oriau gwaith hyblyg er mwyn galluogi staff i dario cydbwysedd rhwng eu bywyd cartref a gwaith ac er mwyn helpu i reoli eu hamser mewn ffordd sydd mor effeithiol â phosibl. Mae'r cynllun yn agored i bawb heblaw staff sy'n gweithio ar sail rota. Caiff staff newydd wybod a fyddan nhw'n cymryd rhan yn y cynllun ai peidio adeg eu penodi.
Pensiwn	Rydym yn gweithredu cynllun pensiwn Enillion Cyfartalog Gyrfa wedi'u Hailbrisio ("Cynllun pensiwn Amgueddfa Cymru"). Os ydych yn cael eich cyflogi gan yr Amgueddfa ar gytundeb parhaol neu dymor penodol o dros 2 flynedd, byddwch yn ymuno â'r Cynllun yn awtomatig fel rhan o'ch cytundeb cyflogaeth. Mae'n ddyletswydd statudol ar yr Amgueddfa, dan ddeddfwriaeth cofrestru awtomatig, i roi staff cymwys ar gynllun cofrestru awtomatig. Mae'r Cynllun yn un cymhwysol at ddibenion cofrestru awtomatig, ac felly gellir ei ddefnyddio i gydymffurfio â deddfwriaeth cofrestru awtomatig. Os ydych yn aelod cymwys o staff byddwch yn cael eich cofrestru'n awtomatig i'r Cynllun yn dilyn cyfnod gohirio cychwynnol o 3 mis (er y gellir gwneud cais i ymuno yn gynharach). Os nad ydych yn gymwys i ymuno â'r Cynllun, gallwch wneud cais i ymuno. Mae'r cyfraniad a dalwch fel aelod o staff yn dibynnu ar eich gradd a swm eich enillion pensynadwy. Ar hyn o bryd mae staff Gradd A yn talu 6%, Graddau B a C yn talu 8%, a Graddau D ac uwch yn talu 9%.
Cyfnewid Cyflog	Mae'r Amgueddfa yn gweithredu trefniant Cyfnewid Cyflog ar gyfer aelodau o'r Cynllun. Mae cymryd rhan yn wirfoddol, ac nid yw'n addas ar gyfer pob aelod o staff.
Datblygiad a Hyfforddiant	Mae Amgueddfa Cymru wedi ymrwymo i ddarparu cyfleoedd datblygu a hyfforddi ardderchog ar gyfer pob gweithiwr cyflogedig.
Hyfforddiant Ymsefydlu	Rydym yn darparu sesiwn Hyfforddiant Ymsefydlu cynhwysfawr ar gyfer pob aelod newydd o staff ar ôl eu penodi.
Talebau Gofal Plant:	Mae cynllun talebau gofal plant ar gael sy'n golygu y gallwch dderbyn rhan o'ch cyflog fel talebau gofal plant nad oes rhaid talu treth na

	chyfraniadau Yswiriant Cenedlaethol ar eu cyfer (gwerth hyd at £55 yr wythnos). Gellir defnyddio'r talebau i dalu'ch darparwr gofal plant.
Arferion Gweithio sydd o Gymorth i Deuluoedd	Rydym yn cynnig amrywiaeth o arferion gweithio sydd o gymorth i deuluoedd fel enghraifft absenoldeb mamolaeth/tadolaeth, absenoldeb mabwysiadu, seibiant gyrfa, absenoldeb estynedig ac amrywio oriau gwaith.
Cynllun Benthyciadau Teithio	Gall staff wneud cais am fenthyciad di-log i brynu tocyn bws blynyddol neu chwarterol neu docyn trên tymhorol hyd at £1,500 neu feic hyd at £300.
Cynllun Iechyd a Ffitrwydd	Mae'r Adran Adnoddau Dynol wedi sefydlu cynllun aelodaeth o glybiau ffitrwydd i staff am bris gostyngol arbennig sy'n arbed 25% ar gost aelodaeth safonol.
Cyfarpar Sgrin Arddangos	Bydd Amgueddfa Cymru yn trefnu (ar gyfer staff sydd fel arfer yn defnyddio offer sgrin arddangos (OSA) am gyfnodau parhaus neu bron yn barhaus am awr neu fwy ar y tro bob dydd) i gael cyfradd ostyngol ar sbectol yn Specsavers.

Cynlluniau buddion:	<i>Beneden Healthcare Society</i> Darparwyr gofal iechyd o'r radd flaenaf heb orfod talu yswiriant meddygol drud. Mae rhagor o wybodaeth ar y Fewnrwyd neu ewch i www.beneden.org.uk Cymdeithas Gwasanaethau Iechyd ac Ysbytai Cymru (WHA) Gall WHA eich helpu gyda chostau gofal iechyd bob dydd megis costau deintyddol, optegol a ffisiotherapi. Mae rhagor o fanylion ar y wefan www.whahealthcare.co.uk Cynllun Undeb Credyd Rydym yn cynnig ffordd hawdd i weithwyr ymuno ag Undeb Credyd Caerdydd. Aelodau'r cynllun yw perchnogion a rheolwyr Undeb Credyd Caerdydd, sefydliad cynilo a benthyg gaiff ei reoli er lles ei aelodau. Mae'n lle syml a chyfleus i gynilo ac yn caniatáu benthyciadau isel eu cost. Ceir rhagor o fanylion gan yr Adran Adnoddau Dynol.
Cynllun gostyngiad i staff	Mae gan bob aelod staff hawl i ostyngiad o 20% yn siopau Amgueddfa Cymru a gostyngiad o 25% yn y caffis.
Undebau llafur	Mae gan aelodau staff yr hawl i ymaelodi ag undeb llafur cofrestredig a chymryd rhan ar unrhyw adeg briodol yng ngweithgareddau'r corff rydych chi'n rhan ohono, gan gynnwys ymgeisio am swydd a'i chyflawni. Yr undebau a gydnabyddir gan Amgueddfa Cymru yw Prospect, PCS a FDA.

Sut i wneud cais:

Dylai ymgeiswyr am y swydd lenwi'r ffurflen gais sydd ar gael ar dudalen Swyddi ein gwefan sef www.amgueddfa.cymru. Mae'r ffurflen yn rhoi cyfle i chi egluro sut mae eich cymwysterau, eich profiad a'ch rhinweddau personol yn eich gwneud yn ymgeisydd addas ar gyfer y swydd hon.

Cewch gyflwyno'ch cais yn Gymraeg. Ni fydd unrhyw gais a gyflwynir yn Gymraeg yn cael ei drin yn llai ffafriol na chais a gyflwynir yn Saesneg.

Dylech ddychwelyd eich ffurflen i'r cyfeiriad e-bost hwn:

ad@amgueddfacymru.ac.uk

neu ei phostio i'r:

Adran Adnoddau Dynol
Amgueddfa Cymru
Parc Cathays
Caerdydd
CF10 3NP
Ffôn: (029) 2057 3306

Ffacs: (029) 2057 3370

**Sylwer: rhaid i bob cais am swydd ein cyrraedd erbyn
5pm ar y dyddiad cau.
Ni fyddwn yn derbyn ceisiadau ar ôl hynny.**

Bydd angen i chi gyflwyno'r ffurflenni Archwilio Cefndir a Monitro cyn i ni brosesu eich cais.

Defnyddiwch y darn o'r ffurflen gais dan y pennawd 'Y swydd yr ymgeisir amdani' i nodi'n glir ai swydd lawn neu ran amser sydd gennych mewn golwg (neu'r ddwy).

Peidiwch ag anfon CV, dim ond ffurflenni cais gaiff eu hystyried.

Yn anffodus, oherwydd y nifer o geisiadau a ddisgwylir mewn perthynas â'r swydd hon, ni fydd yn bosibl i ni ysgrifennu'n bersonol at bob ymgeisydd aflwyddiannus. Fodd bynnag, bydd cyfweiliadau yn cael eu cynnal fel arfer o fewn tair wythnos i'r dyddiad cau.

Noder, bydd y gost o anfon y ffurflen gais ac unrhyw atodiadau yn ôl i'r Adran Adnoddau Dynol yn fwy na phris un stamp dosbarth cyntaf.

Mae Amgueddfa Cymru yn gyflogwyr cyfle cyfartal. Croesewir ceisiadau o bob rhan o'r gymuned.

Job Description

Head of Commercial Income Generation

Background

Amgueddfa Cymru - National Museum Wales is funded by the Welsh Government as a Welsh Government Sponsored Body, and has a Board of Trustees whose role is to set the strategic direction of the organisation, and to ensure proper management of its resources.

Amgueddfa Cymru is led by the Senior Management Team (SMT), consisting of the Director General and four Divisional Directors. A Joint Executive Group (JEG), whose members include departmental managers as well as SMT, approves policies and reviews significant projects and initiatives.

Amgueddfa Cymru has eight sites distributed across Wales: National Museum Cardiff, St Fagans National History Museum, the National Slate Museum, the National Wool Museum, the National Roman Legion Museum, Big Pit: National Coal Museum, the National Waterfront Museum, and the National Collections Centre.

In 2015 Amgueddfa Cymru agreed a new Vision to guide all future activities –

"Inspiring people, changing lives".

Our purpose is to inspire people through our museums and collections to find a sense of well-being and identity, to discover, enjoy and learn bilingually, and to understand Wales's place in the wider world.

Our work is based on the principle that culture is a resource that is created by people and communities. Our collections and other resources come from the society of which we are part, and are continually renewed through our work with the public. We are accountable for our use of these resources to the nation we serve.

We have made five commitments to support the implementation of the Vision. The work of every department and member of staff is directed to achieving these commitments.

Making a difference to Wales, by working with local and national organisations to create a happier, healthier and more sustainable Wales, with access to culture for all, and a thriving economy.

Museum experience. Visitors experience high quality museums, exhibitions and public spaces for enjoyment and learning.

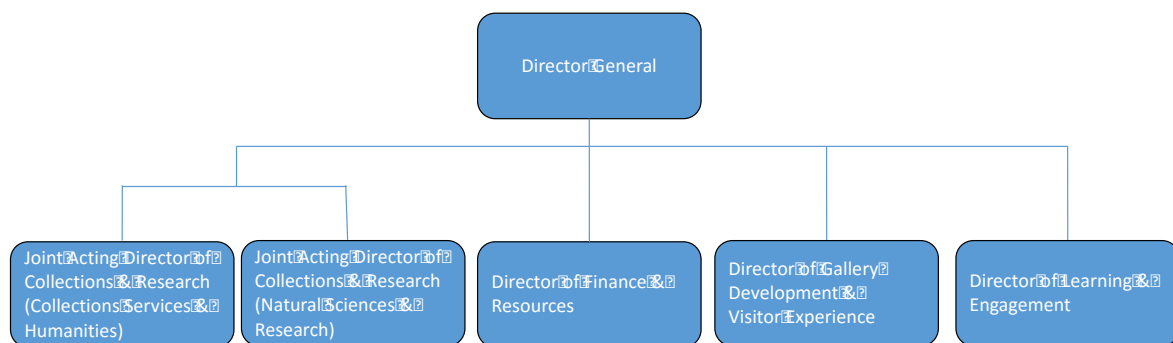
Online experience. Users experience a connected and accessible digital museum for engagement, creativity and learning.

Learning and creativity. Everyone has a wealth of opportunity to learn, research and create.

Participation and inclusion. Individuals, families and communities throughout Wales and beyond, shape and take part in inclusive and accessible cross-cultural activities for all.

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Senior management structure



Trading Activity background

Amgueddfa Cymru is a registered charity. In 2003 Amgueddfa Cymru established a separate trading arm NMGW Enterprises Limited. The Board of this company comprises three members of Amgueddfa Cymru's Board of Trustees, members of Amgueddfa Cymru Directorate and non-executive Directors with particular commercial experience. The company has a turnover of circa £2.8m and overall Non Government income including trading of circa £4.9m

The current scope of the trading activity includes the management of:

1. The Museum Shops at:
 - a. National Museum Cardiff
 - b. St Fagans National History Museum
 - c. The National Roman Legion Museum
 - d. The National Slate Museum
 - e. Big Pit: National Coal Museum
 - f. The National Woollen Museum
 - g. The National Waterfront Museum
2. E-commerce and mail order, currently operated centrally from National Museum Cardiff
3. Car Parking at National Museum Cardiff, St Fagans: National History Museum and Big Pit: National Coal Museum
4. Image licensing
5. The marketing and provision of corporate hire facilities, primarily at National Museum Cardiff, St Fagans: National History Museum and National Waterfront Museum
6. Franchised public catering facilities at National Museum Cardiff, St Fagans: National History Museum and National Waterfront Museum
7. Management of retail units which are rented out to third parties at National Waterfront Museum
8. In-house catering facilities at National Slate Museum, National Wool Museum and Big Pit: National Coal Museum
9. Commercial initiatives – 4D Theatres, High ropes adventure course

Main purpose of the post

The Head of Commercial Income Generation provides the strategic and operational leadership for Amgueddfa Cymru's Income Generation across the organisation and for the trading subsidiary, NMGW Enterprises Ltd.

The post holder will also be responsible for the development and delivery of innovative commercial income generation projects across the organization. The post-holder will lead transformation and drive performance improvement by embedding commercial acumen and supporting each part of the organization to maximise and realise the contribution they can make to our commercial activities.

As part of the Finance and Corporate Resources division, the Head of Commercial Income Generation will support the development and delivery of strategic plans and annual operational plans. The post holder will have overall responsibility for the management and leadership of the Enterprises team and will develop, motivate and inspire them to perform to the best of their ability, exceed the targets set and deliver an excellent service to all customers.

The income generated by NMGW Enterprises supports Amgueddfa Cymru in the delivery of our work and the ambitious plans outlined in our Vision. In the current challenging financial climate, this is a key strategic role which will help to secure a sustainable financial position for the future.

Key tasks and responsibilities

1. To lead and manage commercial income generation (excluding fundraising and research).
2. To act as CEO for NMGW Enterprises Ltd., the trading arm of Amgueddfa Cymru.
3. Lead, manage and grow income and profit in commercial operations including corporate hire, retail, catering, filming, licensing.
4. Develop commercial income, increase Enterprises sales, and improve the quality of the commercial offer and product range
5. To ensure compliance with statutory and regulatory reporting.
6. Effective monitoring and evaluation of performance and appropriate reporting to the SMT and Enterprises Board against strategic and operational plans.
7. Manage the Income Generation and Enterprises Ltd budgets

Responsible to:

The post-holder will report to the Director of Finance and Corporate Resources, and is responsible to the Enterprises Board for issues relating to NMGW Enterprises Ltd.

Responsible for:

The post-holder line manages the following posts:

- Deputy CEO
- Business Improvement Manager
- Finance Officer
- Image Licensing Officer

- Retail Manager

and has oversight for the team of 67 staff of which 49 are matrix managed by the site manager.

Key Tasks and Responsibilities

Job specific

Lead and manage income generation across Amgueddfa Cymru – National Museum Wales.

Review, develop and implement strategic business planning, including a three- year business plan for Enterprises and an Organisation wide income Generation Plan .

Responsible for staff and budget within Enterprises and Income generation functions including financial management, staff performance management to ensure staff achieve full potential while achieving and sustaining services of the highest quality.

With Marketing colleagues further Develop and implement a brand strategy for Amgueddfa Cymru to increase visibility and maximise turnover.

To generate and implement innovative and viable activities which would significantly increase income generation and profit in alignment with Amgueddfa Cymru's purpose and Vision.

To ensure that internal structures and models change to adapt to new ways of working.

To set targets, annual budgets, annual and quarterly forecasts and setting KPI's to monitor and drive commercial performance.

Work collaboratively with colleagues from Development, Visitor Services and HR to establish Visitor Giving across all museums.

To assess and manage risk for income generation and trading activity and ensuring systems are in place to mitigate these.

To ensure contractual control of all Enterprises activities and partnerships.

To protect Amgueddfa Cymru's intellectual property and to ensure its efficient management.

Responsible for the delivery of a consistently exceptional customer service across Amgueddfa Cymru.

Corporate

1. To participate actively in supporting the principles and practice of equality of opportunity as outlined in the organization's Equality & Diversity Policy.
2. To support the department's compliance with Amgueddfa Cymru's policies on Sustainability and the Welsh language.
3. To take reasonable care for the health and safety of yourself and other persons who may be affected by your acts or omissions and to comply with all health and safety legislation as appropriate.
4. As a term of your employment you may be required to undertake such other duties and/or times of work as may reasonably be required of you, commensurate with your grade or general level of responsibility within the organization.

Outcomes

1. Enterprises business income and profit targets, income generation opportunities will be met or exceeded with due regard to quality and customer care.
2. High quality products and , services are delivered across Amgueddfa Cymru's Museums to wide a range of customers in a cost effective, efficient and timely manner.
3. Develop and implement commercial initiatives on time, within budget and to agreed customer service delivery outcomes.
4. Income generation is recognised as a responsibility of all staff and opportunities to maximise commercial opportunities are embedded into the development of all programmes.

Person Specification

ESSENTIAL	DESIRABLE
Knowledge Required	
Understanding of the principles of developing and maintaining a strong brand, creating effective communications and delivering high quality customer service.	
Strong data literacy and an understanding of the role of data in improving results.	
Demonstrates an understanding of our audiences and stakeholders and applies this knowledge creatively and innovatively when developing new commercial opportunities.	
Experience Required	
Extensive experience, proven ability and vision to lead both strategically and operationally at a senior level within a commercial environment.	
Demonstrable experience of managing staff and building high performing teams through a commitment to delegation and empowerment; clarity of individual responsibilities; personal and collective accountabilities; and strong performance management.	
A proven track record of achieving targets, delivering strategies, operational plans and projects to time and budget.	
Academic Qualifications / Standard of Education	
A Business Management qualification or equivalent experience.	A qualification in leadership and management and/or coaching and mentoring.
	A qualification in project management.

Skills Required	
Outstanding communication skills, both written and oral, with the ability to develop and present innovative proposals at board level	Ability to communicate in Welsh or a willingness to learn
Demonstrable commercial acumen and entrepreneurial flair with an ability to generate and implement innovative income generation ideas and projects.	
Exceptional interpersonal skills with the ability to develop and maintain mutually valuable relationships and a successful track record of influencing and negotiating.	
Personal Factors Required	
Resilient and self-motivated with the energy and enthusiasm to make bold decisions in a rapidly changing operating context.	
An understanding of the principles of equality and diversity in relation to Amgueddfa Cymru's work and the ability to apply these in practice.	
An empathy for the history and heritage of Wales and an interest in and commitment to the work of Amgueddfa Cymru.	

Competencies Specific to this Post

The successful applicant will need to demonstrate the following (please see the “**Recruitment Guidance**” for advice on how to complete the application form):

Core Competency	Example Behaviour
Working Positively with others	Promotes the reputation of Amgueddfa Cymru, being an advocate for our work and our knowledge base. Proactively engages with others beyond own team and uses relevant sources of expertise to deliver results for Amgueddfa Cymru.
Embracing Learning, Change and Creativity	Encourages and supports creative thinking and positively recognises improvement ideas. Initiates, leads and accelerates change within Amgueddfa Cymru.
Commitment to Customer focus	Encourages and ensures that customers are at the centre of the team’s thinking and actions. Encourages the team to engage with and respond to, or broaden the customer base.
Delivery of effective outcomes	Provides clarity and support regarding key objectives and ensures that teams and individuals remain focused. Delegates appropriately, giving support and advice, making people accountable for results. Encourages evaluation of various aspects of performance and strategies to inform future plans.
Commitment to Diversity & Social Responsibilities	Develops ideas and supports efforts to establish a more inclusive museum. Acts as a role model, abiding by the principles of equality and diversity in own leadership and decision making. Adopts an environmentally sustainable approach when planning projects and work programmes and manages people accordingly. Ensures that Health & Safety responsibilities are understood and incorporated in all activities.

Terms and conditions of service

Starting Salary	Grade H (£49,833.25 - £61,512.42) Appointment will normally be to the minimum of the salary scale for this grade.
Contract Length	Permanent
Contract Hours	37 hours per week
Probation	The post is subject to a probationary period of 6 months
All new appointments are subject to receipt of:	• Satisfactory references • Medical Report • Criminal Conviction Vetting Clearance • Proof of eligibility to work in the UK

Benefits in working for Amgueddfa Cymru

Annual leave	27 days on appointment, rising to 32 days after 5 years service, plus a privilege day at Christmas and 8 bank holidays (for full time staff). The days are pro-rated for staff who work part-time.
Flexitime	In order to enable staff to meet their work life balance requirements and help manage their time as effectively as possible, we operate a flexitime system. The scheme is open to all staff except for those who work on a rota basis. New staff will be informed on appointment of their eligibility for the scheme.
Pension	We operate a Career Average Revalued Earnings occupational pension scheme (the "National Museum of Wales Pension Scheme"). If you are employed by the Museum under a permanent or fixed term contract of 2 years or more, you will automatically join the Scheme as part of your employment contract . The Museum also has a statutory duty under auto-enrolment legislation to enroll eligible jobholders into an automatic enrolment scheme. The Scheme is a qualifying scheme for automatic enrolment purposes, and therefore can be used to comply with automatic enrolment legislation. If you are an eligible job holder you will be automatically enrolled into the Scheme following an initial 3 month postponement period (although a request may be made to join earlier). If you are not eligible to join the Scheme, you may also make a request to do so. The employee contribution paid depends on your grade and the amount of your pensionable earnings. Currently staff categorised as Grade A pay 6%, Grades B and C pay 8%, and Grade D and above pay 9%.
Salary Exchange	The Museum operates a Salary Exchange Scheme for members of the Scheme. Participation is voluntary and is not suitable for all employees.
Training & development	We are committed to providing excellent training and development opportunities for all employees.
Induction training	We provide a comprehensive Induction Training session for all new members of staff on appointment.
Childcare Vouchers	A childcare voucher scheme is available which enables you to take part of your salary in childcare vouchers which are then free from tax and

	National Insurance contributions (up to the value of £55 per week). The vouchers can then be used to pay for your childcare provider.
Family friendly working practices	We offer a range of family friendly working practices such as maternity/paternity leave, adoption leave, career breaks, extended leave and variable working.
Travel Loan Scheme	Staff may apply for an interest free travel loan to purchase an annual or quarterly bus or rail season ticket up to the value of £1,500 or a bicycle up to the value of £300.
Health & Fitness scheme	We have established membership of fitness clubs at special discounted rates for staff where you can save 25% on the cost of standard membership.
Display Screen Equipment	Amgueddfa Cymru will arrange (for employees who normally use display screen equipment (DSE) for continuous or near-continuous spells of an hour or more at a time on a daily basis) to have discounted rate on spectacles at Specsavers.
Benefit schemes:	Beneden Healthcare Society: Providers of first class healthcare without expensive medical insurance. Further information can be found on the Museum Intranet or at www.beneden.org.uk WHA (Welsh Hospitals & Health Services Association): WHA can help you with everyday health care costs such as dental, optical and physiotherapy. Further details can be found on their website www.whahealthcare.co.uk Credit Union Scheme: We offer employees an easy way of becoming a member of the Cardiff Credit Union. The Cardiff Credit Union is a savings and loans organization, owned and run by its members for the benefit of its members. It offers a simple and convenient place to save and gives access to low cost loans. Further details can be obtained from the HR Department.
Staff discount scheme	All staff are entitled to 20% discount in Amgueddfa Cymru's shops and 25% discount in the cafes.
Trade unions	Staff members have the right to belong to a registered trade union and to take part at any appropriate time in the activities of the organization to which you belong, including the right to apply for and hold office. The Unions we recognise are Prospect, PCS and FDA.

How to apply:

Applicants for the post should complete our on-line application form which can be found on the Jobs page on our website at www.museumwales.ac.uk. The form provides the opportunity to explain how your qualifications, experience and personal qualities make you a suitable candidate for the position.

Applications can be submitted in Welsh. Applications that are submitted in Welsh will be treated no less favourably than those submitted in English.

Completed forms should be returned by e-mail to:

hr@museumwales.ac.uk

or posted to:

the Human Resources Department
Amgueddfa Cymru - National Museum Wales
Cathays Park
Cardiff
CF10 3NP
Telephone: (029) 2057 3306

Fax: (029) 2057 3370

Please note that all vacancies close at 5pm on the closing date. No applications will be accepted after this time.

We will need you to submit the Vetting and Equality Monitoring Forms before we can process your application.

Please use the section of the application form headed "post applied for" to state clearly whether you want to be considered for full-time or part-time jobs (or both).

Please do not send us your CV – we will only consider completed application forms.

Unfortunately, due to the number of applications we expect in respect of this post, it will not be possible to write personally to each unsuccessful applicant. However, interviews are normally arranged within three weeks of the closing date.

Please be aware that the cost of returning the completed application form and any attachments to the HR Department will be more than the price of a single first class stamp.

Amgueddfa Cymru — National Museum Wales is an equal opportunities employer. Applications are welcome from all sections of the community.