Candidate Information Pack

Collections and Interpretation Manager 2026

Avoncroft Museum

About Avoncroft Museum

Avoncroft Museum of Buildings is England's first open-air museum, founded in 1964 and opened in 1967. In the nearly 60 years since opening, Avoncroft Museum has been rescuing and preserving historic buildings spanning over 700 years of life and work in the midlands region, and enabling access to them and a wider range of historic collections to members of the public, academics and students to enable people to learn about and connect to the past, inspire people to care for their heritage and foster cultural understanding and creative solutions to issues of today and the future.

We provide a beautiful open-air setting for diverse audiences to – enjoy a day out with the family; connect with the stories of the past; think about different communities and how things are different today; provide transformative heritage experiences that resonate far beyond a single visit; provide a safe space to explore both history and nature; provide a creative environment to practice and enjoy a variety of cultural experiences.

Avoncroft Museum of Buildings is based in Bromsgrove, between Birmingham and Worcester. We welcome visitors predominantly from Worcestershire, and regularly receive visitors from across the country and abroad. Due to transport networks, we are centrally placed, with large and diverse populations within an hour's journey time, including Birmingham and Bristol.

We preserve over 700 years of history through buildings, collections and stories. Once these buildings and artefacts are demolished or destroyed, they are lost forever! We create tangible connections to heritage, democratise access to heritage while building regional identity and pride in place. People love to engage with their heritage, their memories, their stories and the stories of others. It is a place to learn, to remember, to reminisce, and to create memories for the future.

Avoncroft Museum – Management

Avoncroft Museum is governed by a Memorandum and Articles of Association, and operates as a charitable company limited by guarantee. It has a Council of Management which are the charity trustees. It has a membership who elect Council members at the AGM for 3-year terms. The Council may co-opt new Council members in between AGMs, who are then put forward for election at the next AGM.

The Council of Management, as charity trustees, provide strategic oversight and direction. The Council appoints the Museum Director who is then responsible for all other appointments and the management of the museum.

The Senior Management team consists of an Operations Manager, responsible for tearoom, visitor welcome, commercial site and venue hire, and events (both commercial and museum); an Estates Manager, responsible for grounds, maintenance, facilities and IT; a Finance Manager, responsible for financial management; and a Collections and Interpretation Manager, responsible for professional heritage management across the site.

While the team each have their area of expertise and responsibility, there is a lot of overlap and need for collaboration and good team communication.

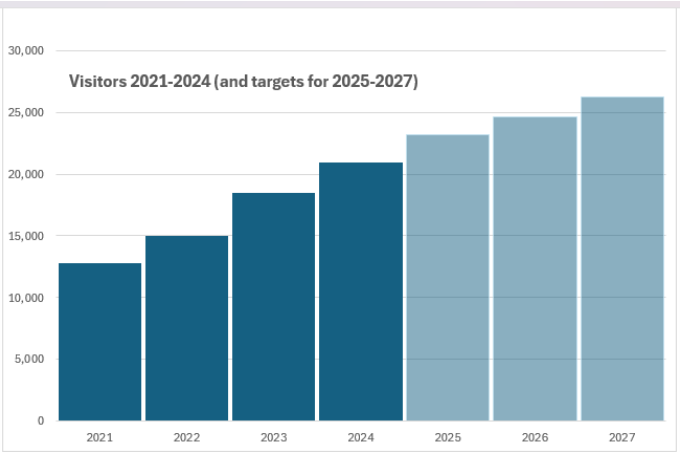
There are 3 part-time staff, a Bookings Co-ordinator (functions bookings, learning bookings); a Marketing and Events Co-ordinator; and a Bookkeeper.

A growing team of dedicated volunteers provide the additional manpower, each team reporting to the relevant Senior Manager.

Avoncroft Museum – Progress and Performance

Over the last 4 years we have made great strides in our recovery following the Covid 19 pandemic, however, like many cultural organisations our recovery is not complete. Our recovery has been a careful, deliberate journey. We've rebuilt slowly and steadily, seeing our visitor numbers and organisational capacity grow each year.

Our visitor numbers have consistently grown since Covid shutdowns in 2020 and 2021. In 2024 we welcomed 21,000 visitors, including school groups; 200 workshop attendees; nearly 5000 attendees of weddings, wakes, parties, conferences etc. over 1000 historic re-enactors.



We have steadily improved the overall visitor experience as evidenced by independent Visit England quality assessments – risen from 76% in 2021 to 89% in 2024 and 91% 2025, and the consistently positive feedback we receive from visitors.

Awards – Visit Worcestershire Winner Small Visitor Attraction of the Year 24/25; Museum Development Midlands Power of Place: Midlands Museums Awards 2025 – Inclusive Impact Award, Highly Commended; Heart of Worcestershire College – Inclusive Employer Award 2025.

Meeting ongoing conservation and maintenance plans through regular preventative maintenance, and larger repair and restoration work including re-thatching the medieval Cholstrey Barn; bringing the Georgian Danzey Green Windmill back into working order. There is a large backlog of restoration work needed on the historic buildings which is being addressed through prioritising and applying for funding. There is a collections improvement programme underway, phase 1 funded by AIM and MDM, which will improve inventory, storage and access to small items collections.

Annual reports can be downloaded from the Charity Commission website for more detailed reports on progress to date.

Becoming part of our future

As we approach the 60th anniversary of our opening to the public, we are re-visiting our Vision, Values and Purpose, and you will be joining at just the right time to contribute to this. We are also developing our 3-5 year 'Fit for the Future' development phase, during which we will continue to grow visitor numbers and educational offer, increase earned income, and deal with backlogs of collections, buildings and infrastructure works.

How do I apply?

Please read the role specification and background information carefully.

Please send your CV and a covering letter, in which you should address the role and your suitability for it, to officeadmin@avoncroft.org.uk by the application deadline.

If you would like an informal discussion about the role, please contact Zoe Willems, the Museum Director. Email: director@avoncroft.org.uk to arrange a telephone call.

Key Dates

Closing Date for applications	Monday 16th February 2026
Shortlisted candidates invitation to interview	Week beginning 16th February 2026
Panel interviews (including presentation)	Week beginning 23rd February 2026