



Museums Association Applicant Information Pack

AMA Mentor

December 2025

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Welcome letter from the volunteer manager

Thank you for your interest in becoming a mentor for the Museums Association's Associateship of the Museums Association (AMA). We have over one hundred mentors for this programme but with increasing interest in participation we want to increase our mentoring population.

I am delighted you are considering this volunteering opportunity, and I hope the information pack gives you an insight into who we are and what we do.

The Museums Association (MA) is a values-led campaigning organisation, and we believe in the power of museums, and everyone who works in and with them, to make a positive difference to people's lives.

In this exciting volunteer role, you will have the opportunity to support museum professionals realise their potential as they progress through either their AMA, this could be our classic programme which takes three years or our newly introduced Fast Track AMA, which we will run every year and is completed in 12 months.

We hope the following information will encourage you to apply and we look forward to receiving an expression of interest.

You can contact me by email at tamsin@museumsassociation.org if you have any further questions about this volunteering role.

Best wishes

Tamsin Russell, Workforce Development Lead

About us

We are a dynamic membership organisation that campaigns for socially engaged museums and a representative workforce. We work ethically and sustainably and collaborate with partners where we have common aims and values. We advocate for and support museums and everyone who works in and with them so that the value and impact of museums and their collections is realised.

We are the only organisation for all museums in the four nations of the UK. We recognise the differences in context, culture, legislation, policy and practice between the nations, and we strive for equitable treatment for all our members in the UK. We are independent and not-for-profit and advocate for museums without fear or favour from governments or funding influences.

Our mission

Inspiring museums to change lives.

Our vision

Inclusive and sustainable museums at the heart of their communities.

Our priorities

- People – A representative museum workforce where diverse knowledge, skills and experiences are respected, supported and valued.
- Collections – Empowering, relevant and dynamic museum collections that reflect the rich diversity of our histories, our communities and our planet.
- Communities – Museums and communities working as equal partners to address the challenges of our time through learning, participation and engagement with collections.
- Planet – Working with museums to be confident in raising awareness, championing change, and embedding action to tackle the climate crisis.

About the Associateship of the Museums Association programme

The Associateship of the Museums Association (AMA) is a self-directed professional development programme which has an end-point assessment, following which the candidate is awarded their AMA.

The AMA has a structure and milestones, and is supported by a clear development framework including:

- AMA support groups
- AMA workshops
- AMA resources
- Ring-fenced funding, and
- A rich and meaningful mentoring relationship.

The mentoring relationship is in place to support the AMA candidate through their AMA journey, which we anticipate takes three years to complete.

The role of the AMA mentor is to support their candidate at every point in the journey. This includes supporting their reflective practice at the beginning and throughout, helping them draft a CPD plan to focus their attention, and reviewing other associated documentation, for example their project proposal or interim review.

In addition, the role of the mentor is to create and hold the space for development. This confidential and non-judgemental space enables the AMA candidate to grow their confidence, competence, contributions and connections within the sector.

Each year the mentor will allocate 12 hours of support time to the AMA candidate, which can be used for mentoring conversations as well as reviewing draft documentation.

The AMA candidate identifies their AMA mentor by looking at our mentor list and creating a longlist of mentors from which to choose. When they have received more detailed mentor profiles, they shortlist. Once this shortlist is in place, the AMA candidate contacts the mentors individually to arrange a conversation, during which both participants identify and explore whether they might have a productive mentoring relationship.

Please note that we continue to encourage mentoring conversations to take place digitally as this supports inclusive practice and saves time, money and the planet.

Associateship of the Museums Association mentoring in detail

- We are recruiting new mentors to further increase our existing group of 120 AMA mentors.
- The closing date to apply is **2359 on 2 February 2026**.
- We are running two informal Q&A sessions about the programme and the selection process for mentors on Teams and Zoom in January 2026:
 - 19 January 2026, 1500-1600, Teams
 - 27 January 2026, 1830 – 1930, Teams
 - If you are unable to attend either of these sessions, Tamsin is happy to have a conversation with you individually.
- To book a place at one of these sessions and to receive a link to attend, please email cpd@museumsassociation.org.
- We will review your expression of interest and contact all applicants by email at the beginning of February 2026.
- Selection conversations will take place at the end of February or the beginning of March 2026.
- All successful mentors will be invited to participate in an induction and orientation session before taking on a mentee, and this is scheduled for the end of March or the beginning of April 2026.
- All new mentors will be further supported by informal online group supervision over the course of their mentoring, as well as being invited to refresher sessions.
- We recommend that mentors only mentor a single AMA candidate until they have mentored through the full lifecycle of the AMA process.
- We also want to ensure that our AMA mentors are not overwhelmed and working at capacity, so we limit the number of candidates that AMA mentors can support at any one time.

Frequently Asked Questions

1. Do I need to have mentored before?

Mentors do not need prior experience of being a mentor, although it is desirable to have done so or to have been a mentee in a mentoring relationship.

2. Can I send my CV?

No, CVs will not form part of the selection process.

3. When I return my expression of interest, will you acknowledge receipt?

Yes, we will send a short email response to confirm receipt.

4. Why do you want to know details about equality and diversity?

We want to ensure that all our programmes are as inclusive as possible. One way of approaching this is to identify whether we have diverse participation. We do this by finding out who was attracted to apply, who was offered a place, and learning more about individuals' experiences. If through this evaluation we find that we have not been as inclusive as possible, we can make improvements for the future.

The information requested reflects the nine protected characteristics of the Equality Act 2010. We appreciate that you may not wish to define yourself or self-identify based on the characteristics included and, as such, for each characteristic we have provided the option to 'Prefer not to say'.

In addition to the nine protected characteristics, we know that social mobility is also a challenge in the museum sector and that more diverse routes are being sought for entry and progression.

Individual diversity profiles will be used to support our positive action approach to increase the diversity of our AMA mentors, and applications from currently under-represented groups will be reviewed with the aim to address this under-representation.

In addition, we want to ensure that individuals are best placed to perform. We have endeavoured to include anticipatory adjustments, but should you require other adjustments to support participation, we would encourage disclosure so we can be as supportive as possible in facilitating your success.

5. How often do we meet as a mentoring pair?

For both programmes mentors commit to 12 hours of support time. How these hours are allocated depends on both the mentee and the mentor. We provide a suggested meeting schedule, but this is just a starting point. How often you meet should be discussed during your first meeting. We are committed to ensuring that all mentees are afforded the same level of support.

6. Where do we meet?

To minimise cost, carbon emissions, capacity issues and to be more inclusive, we recommend online mentoring. Mentoring can take place through Teams, Zoom, Skype, telephone, Facetime, or whichever platform works for you. This can be discussed as part of contracting at the beginning of the relationship. Equally, we want to ensure the needs of mentees are met, so you may wish to discuss the possibility of meeting face-to-face.

7. How can I make my application stand out?

- Read the details in this pack.
- Complete all sections of the Expression of Interest (EOI), making the most of the word count.
- Take time to reflect on your motivations for applying, any relevant experience or track record associated with the criteria, your area of specialism and your personal experience of being supported and developed.
- Be yourself and write in a way that feels comfortable for you. Where possible, use examples to illustrate what you are saying and give compelling reasons for wanting to mentor on the AMA programme.
- Get someone to look over your EOI to ensure you have covered all the requirements.

Role description

Role title	AMA Mentor
Agreement	5 years
Grade	Voluntary
Place of work	Remote
Anticipated annual hours	12 hours, and associated induction and refreshers as applicable
Membership status	Full
Responsible to	Tamsin Russell, Workforce Development Lead
Responsible for	Mentoring AMA candidates
Date	August 2025

Summary

The Museums Association (MA) is a dynamic membership organisation that campaigns for socially engaged museums and a vibrant and inclusive workforce. As part of this commitment, we offer a range of professional development opportunities and programmes to our members, of which the AMA is one.

The role is voluntary, and therefore unpaid, but there are benefits you will get in return for your time.

Benefits

- A free place at one of our one-day online conferences each year.
- Access to professional development associated with mentoring, coaching and professional development.

Person specification

The skills and qualities required to be a mentor include:

- A deep understanding of the current context and challenges of the sector.
- Good communication skills, including listening, summarising and paraphrasing.
- A commitment to lifelong learning and ongoing professional development.
- An ability to work inclusively, ethically in line with the Code of Ethics, and with good mentoring practice.
- The ability to connect, signpost and share resources and insights with others.

Major activities

What will you do?

- Participate in mentoring sessions with your mentee.
- Champion and represent the MA and its policy priorities.
- Act in line with the Volunteer Handbook, policies and codes of conduct.
- Participate in informal supervision, as required.
- Remain up to date in advance of coaching and mentoring, specifically participating in associated Museums Association-led induction training, online learning course and annual refreshers.

This list is neither exhaustive nor exclusive and may be changed from time to time.

This role description will be reviewed annually.

How to apply

The closing date to apply is **2359 on 2 February 2026**.

Please send a completed Expression of Interest form (download on the MA website) to Alice Chalk alice@museumsassociation.org with the subject heading 'Mentoring'.

We are also open to receiving applications in other formats, for example a vlog or podcast. If this is something you would like to explore, please email Tamsin Russell, workforce development lead at the Museums Association, so she can give you more information: tamsin@museumsassociation.org.

If you need help with your application, please let us know – we want all applicants to be best placed to perform. Please email Tamsin Russell, workforce development lead at the Museums Association: tamsin@museumsassociation.org.

Selection conversations will be held online during **February and March 2026**.

We will contact you via email for the following reasons:

- To inform you if you have been unsuccessful in being shortlisted.
- To inform you if you have been successful in being shortlisted.
- To inform you if you have not been offered the role after a selection conversation, including feedback on request.

Useful information

Expression of Interest form

The Executive Assistant will remove all personal data and dates from the application form before it is sent to the interview panel.

Shortlisting

A shortlist will be drawn up for selection conversations based on merit and suitability for the post, by an assessment against the role description for the volunteer role.

In addition, expressions of interest from applicants from groups currently under-represented will be reviewed through a positive action lens.

Applicants who are unsuccessful in progressing to the selection conversation stage will be informed of the outcome of shortlisting.

Selection process

The MA will share core questions one week before the selection conversation takes place. There may be a few questions that will not be shared.

As part of the selection process there will be an exercise. Details of this exercise will be provided in advance of the selection event.

Applicants should inform us of any adjustments they may need relating to the process and format, particularly those related to neurodivergence or disability.

Applicants will be informed about the constitution of the panel and format ahead of time.

All candidates will be notified of the outcome of the selection process by email as soon as is possible.

Training and development

As a new volunteer for the Museums Association, we will support you to understand the organisation and the details of the AMA programme.

This includes an orientation session for all new mentors and access to other resources.

As part of our commitment, you will be invited to participate in informal supervisory sessions, to ensure you are confident and capable to support your mentee.

Commitment to equality

In the case that applicants are 'as qualified as' each other, we will give preference when shortlisting to people from diverse backgrounds, particularly people with disabilities, people of colour, people who identify as LGBTQ+ and people from a range of socio-economic and educational backgrounds.