



CEO CANDIDATE PROFILE
MUSEUM FOR THE UNITED NATIONS – UN LIVE

CEO CANDIDATE PROFILE

CONTENTS

Museum for the United Nations - UN Live	2
Governance	3
The Position.....	3
Responsibilities	3
Personal Qualifications & Core Competences	4
Location.....	4
Contact Details	4

MUSEUM FOR THE UNITED NATIONS – UN LIVE

Museum for the United Nations - UN Live is an independent, global cultural institution created *to connect people everywhere to the values and work of the United Nations, and to dramatically increase the number of people who are engaged in achieving the Sustainable Development Goals.*

The Sustainable Development Goals are a call to action for everyone, and they address the biggest challenges of our time. With such lofty global goals, and not least in these times of disruption and change, with fake news and decreasing trust in public institutions, it is easy for people to feel overwhelmed and powerless—uncertain about what, if anything, they can do. UN Live is founded on the conviction that in this environment of both great need and great potential, a new kind of institution—a trusted convener working at global scale—can help ordinary people accomplish extraordinary things together.

The vision for the Museum emerged from lessons learned by many people working on global development, inside and outside the UN. In 2015, Henrik Skovby, Chairman of Dalberg Consulting, Jan Mattsson, former UN Under-Secretary-General (currently Executive Director of the museum), and artist Olafur Eliasson, began bringing together interdisciplinary teams to look for new ways to help advance the work and values of the UN and accelerate progress on global goals. The teams quickly realised that a visionary forward-looking museum, built with and for the people of the world and the UN, could serve as a unique and powerful convener to teach, inspire, and bring people together to collaborate and to take action locally and at a global scale.

Secretary-General Ban Ki-moon gave his formal support to the Museum for the United Nations – UN Live on UN Day, October 24, 2016. The museum will be close to, but not a part of, the UN. UN Live is established as an independent non-profit organisation based in Denmark, with a cooperation agreement with the UN.

Museum for the United Nations - UN Live borrows many of the conventions of traditional museums, especially those that are experiential and interactive in nature. World class is a given aspiration, as is a diverse group of highly creative and results-oriented staff. At the same time, we will challenge our expectations of what a museum is and what its visitors can accomplish. The Museum will not have a permanent collection; rather, its collection can be thought of as the stories, knowledge, and creative problem-solving capacity of individuals and communities around the world. Whereas most museums provide information “from the top-down” to mostly passive viewers, UN Live works “from the bottom-up”, encouraging participants to be innovators and problem-solvers through a learning model that emphasises experiential learning, collaboration, and play.

The Museum is designed to reach and inspire people where they live, and to build a bridge of understanding between the work and values of the United Nations and the everyday experience of individuals in their local communities. It is envisioned as a 24-7 global institution, a veritable round-the-clock content and engagement factory built on three interrelated platforms: a global digital presence, free and open to the world’s 3.8 billion Internet users; a network of partner institutions and public venues around the world; and a physical museum, civic space, and headquarters in Copenhagen, Denmark (and eventually other international cities). This global, bottom-up, and inherently multiplatform concept of a museum places UN Live among the most visionary and forward-looking institutions in the world today.

The ambition of the Museum for the United Nations – UN Live is to go beyond ordinary public engagement, helping to foster a new sense of global citizenship, and create new bonds between the UN and the billions of people it was founded to serve. Its 2025 targets are:

- 10 million hours of effort towards the Sustainable Development Goals
- 1000+ leaders and ‘influencers’ that are part of UN Live’s community and network
- 100 million or more points of interaction monthly across UN Live’s three platforms

GOVERNANCE

The Museum for the United Nations – UN Live, is governed by a Board of Directors and led by an Executive Management team responsible for creating and executing the strategic direction of the Museum. A Copenhagen-based secretariat of approximately ten people supports the project's day-to-day operations. For more information about the current team, see <http://www.unlivemuseum.org/#about>

Currently, we are in the process of expanding the Board to reflect our goal to be a global institution representative of the world's population. We are also establishing a Global Leadership Council to advise and support the Museum. It will consist of a diverse group (across gender, geography, age and profession) of global leaders, and have a specific focus on bringing in youth representatives. As the founding patron, Mr. Ban Ki-moon, former UN Secretary-General, was the first member of this Council.

THE POSITION

To date, much of our progress has been energised by a unique and ambitious mission, capable of attracting exceptional people and supporters who have helped to advance the project. Continuing to realise the full potential of this mission requires an exceptional CEO who dares to think big and can inspire and excite others to do so as well – whilst also being able to translate aspirations into actionable strategy and build the necessary trust and support from partners and stakeholders.

For the Museum to succeed, the future CEO must be a dynamic, entrepreneurial, purpose-driven professional with a global, outward-looking mindset and profile. As a public figure, the CEO must have a strong personal presence and extensive network to engage stakeholders in the mission of UN Live. The CEO must also be able to translate big ambitions into strategy, establishing the financial and organisational foundations that are vital to the long-term success of the organisation.

RESPONSIBILITIES

The CEO will report to the Chair of the Board of Directors. She would lead an executive team consisting of a Curator, a Fundraising Director, and other managerial staff to be recruited based on the CEO's choice of organisational design. The CEO will:

- Be the public representative of UN Live's vision and act as the primary spokesperson for the organisation
- Build, launch and develop the UN Live institution across three platforms
- Shape and design the UN Live organisation and execute its strategy
- Fundraise for the establishment and ongoing development of the institution
- Make UN Live a global success by maximising its impact

Throughout the rest of 2018, the CEO will oversee creating the organisational foundation of the Museum. To this end, the CEO will lead a number of efforts that mark the transition from start-up to global institution:

- Launch of the global campaigns on 'People on the Move' and 'Climate Change' by the end of 2018
- Launch of the first edition of UN Live Online by the end of 2018
- Launch and oversee the international architectural competition for the UN Live Building
- Continue conversations with heads of foundations and companies to achieve the 2018 funding target for all three platforms, and lead the development of an updated fundraising strategy for 2019 and beyond
- Start building the organisation to realise UN Live's mission by hiring an international executive team

PERSONAL QUALIFICATIONS & CORE COMPETENCES

The CEO will be an ambitious, mission-driven and globally-connected leader whose competences and experience include the following:

Strong leadership

- High personal integrity
- Inspires trust in others
- Commitment to a clear agenda
- Strong entrepreneurial drive, relentless energy and a forward-looking, innovative approach to organisational development
- Significant personal presence and exceptional ability to communicate with diverse audiences and stakeholders
- Experience in managing large, diverse and global organisations with multiple global offices, presences and geographically-dispersed partnerships
- Established, strong upward trajectory within high-impact organisations

Fundraising champion

- High-level global network across business, public and philanthropic sectors
- Ability to motivate, engage and commit stakeholders around the UN Live mission
- Ability to stimulate action in others
- Inspiring orator and communicator, as well as ability to follow-through
- Deep understanding of international collaboration and the United Nations

Effective community-builder

- Significant organisational experience with mobilisation on both virtual and physical platforms
- Ability to efficiently build an organisation of local communities working towards a global mission

Passionate sustainability advocate

- Driven by an ambition to achieve the Sustainable Development Goals
- More ambitious on behalf of the world than on behalf of themselves
- Role model for sustainability
- Thinks about sustainability as integral and necessary to an organisation
- Proven track record in incorporating SDGs into an organisation

It is expected that a successful candidate will have at least ten years of relevant leadership and management experience.

LOCATION

The CEO will be based in Copenhagen, Denmark, and extensive travel will be expected.

CONTACT DETAILS

For enquires regarding the position, please contact Executive Director Jan Mattsson at jan.mattsson@unlivemuseum.org or Recruitment Coordinator Danielle Wellings at danielle.wellings@unlivemuseum.org or via phone on +45 6084 0805.