

## Cultural Engagement Assistant – Grade 6

At Kirklees we want to be innovative and creative in the way we work to deliver our services to our communities. We know we have challenging times ahead so we are always looking for better and smarter ways to work.

The purpose of Museums and Galleries is to share amazing stories of past and present to inspire the future. The service helps people to understand their heritage through engaging with our collections so that they can develop a sense of belonging and pride which in turn inspires them to give back to our communities. Our sites are safe, happy, neutral environments in which people can be active; learn new things; look at the world differently; make friends; and give something back. This post in the Business & Audiences Team delivers highly effective communication and marketing in order to develop and maintain relationships with our audiences and stakeholders and to meet service performance targets. In particular this post will ensure the high quality delivery of our learning programmes in order to maximise their positive impacts and supports all our audience engagement programmes.

This role is based within Environment and Climate Change

Click here to find out more > [Environment and Climate Change](#)

## The Job

Your focus will be on maximising the potential of our audience focussed, education and outreach programmes and engaging effectively with our customers. You will plan, schedule and organise marketing and promotional campaigns informed by an overarching Audience Development strategy in order to support the achievement of visitor and income targets.

You will be responsible for the co-ordination and support of a programme of learning activities ranging from school visits and family learning activities, to adult learning and talks. It will be up to you to work closely with museum teams, ensuring staff and resources are in place and that programmes run smoothly and effectively. You will work closely with teachers, tutors, friends groups, volunteers and community organisations to ensure the programme has a wide and relevant scope.

You will co-ordinate the team of casual learning assistants ensuring they are skilled to deliver the activities and the programme is monitored and evaluated, making improvements to contribute to continuous improvement standards. You will liaise with learning colleagues in the council to ensure standards remain high.

Programmes will be of high quality and you will be responsible for any award standards. You will ensure effective systems for bookings and administration of the programme are implemented effectively, used, monitored and evaluated.

Your role will be shaped by the overarching requirements of all the jobs in the service:

- Fundraising and income generation
- Volunteer management
- Relationship management
- Marketing and Communications
- Project Management
- Customer Service
- Exhibitions & event organisation
- Care of the collections and resources

## Job Checklist

- Delivers audience development programmes including developing activity for specific audiences
- Develops and delivers marketing campaigns, including press, print and social media in conjunction with relevant colleagues in Museums and Galleries and other services
- Co-ordinates, trains and monitors social media champions and activity across the service
- Supports audience research and intelligence programmes
- Uses systems and processes to collate evaluation data and creates reports and information
- Updates the website and posts items on the web and social media
- Ensures updates of all promotional material including web related
- Organises the delivery of the learning programme including contracting workshop providers
- Manages and leads on the development of the booking system for learning programmes including visits and loan of resources
- Supports the development and evaluation of all learning programmes for all ages
- Supports learning team and volunteers to deliver learning and marketing programmes
- Provides first point of contact for learning programme enquiries
- Supports the wider Service as appropriate

## The Person

We need our employees to be driven to achieve the best, to be hard working, respectful and thoughtful to each other and our customers and to be creative wherever they work.

Experienced in learning, engagement and outreach programme development and delivery within the museum and cultural sector, you are knowledgeable about learning programmes and their outcomes. You are very organised and a strong team worker, able to work with colleagues to co-ordinate activity, logistics and systems.

Confident in working with partners in the learning sector, as well as communities and groups, you have strong motivational skills to support a team of casual learning assistants and volunteers. Your attention to detail and understanding of the need for high quality service and excellent customer care is key.

An excellent communicator, you have considerable direct experience of using a wide range of marketing methods in creative ways. You are skilled at implementing audience development plans and have a flair for targeted work with specific audiences. Experienced and confident at obtaining and using data and intelligence, this informs all your actions.

The right behaviours and attitudes are as important to us as the skills you bring to the job. We expect all our employees to demonstrate the following behaviours:

- Positive
- Honesty
- Respectful
- Flexible
- Communicative
- Supportive

This role is at level 1. Please read our [Behaviours and Expectations](#).

## Person Checklist

- Experience of working in museums or similar working environment
- Experience of planning and supporting community learning programmes
- Experience in successful project planning and delivery
- Ability to communicate effectively with a wide range of audiences and stakeholders
- Working understanding of Health & Safety legislation and how this applies to public events and learning programmes in museums
- Experience of delivering successful audience development programmes
- Experience of successful use of a range of marketing and communication methods in order to meet service performance and development targets
- Understanding of and commitment to the development of social media
- Ability to deliver excellent customer care
- Ability to co-ordinate, motivate and support a team of casual learning assistants working across a number of sites and activities
- Organisational skills to co-ordinate activities across a number of museum & gallery sites
- Ability to work flexibly to meet the needs of the service
- Experience of working in partnership with a range of organisations/sectors
- Understanding of New Council and how Kirklees Museums & Galleries contributes
- Experience of monitoring and using systems and processes necessary to manage large and complex programmes and to obtain and analyse market intelligence
- Willingness to work flexible hours including evenings and weekends to meet the needs of customers and the service

*This Role Profile is intended to provide an understanding and appreciation of the responsibilities of this particular job. It is not possible to specify every detail and we expect you to work flexibly within your skills, knowledge, experience and grade of this job.*

**For Recruitment Purposes:** In order to be considered for this role you will need to demonstrate how you meet the person check list.