

## **FOLKESTONE TOWN COUNCIL**

### **Heritage Support Officer – Outreach and Audience Development**

#### **Job Description**

**30 hours per week**

**Responsible to:** Town Clerk and Responsible Financial Officer

**Line Manager:** Curator

**Salary Scale:** Grade 13-17

**Post No:** F11

**Location:** The Town Hall, 1-2 Guildhall Street, Folkestone

**Supplements:** Nil

As an innovative local history museum, we aim to be a vibrant location that attracts wide audiences, allowing them to participate in local heritage and culture. We hope to:

1. Encourage education and learning in all age groups
2. Promote research and exploration into local history
3. Empower visitors and locals of all walks of life and backgrounds to participate in Folkestone's heritage and story
4. Inspire conversation, debate, and critical thinking
5. Nurture relationships and foster connections within the wider community
6. Protect and value the art, artefacts, and archives in our collection

Folkestone Museum exists to ensure local heritage is at the HEART (Heritage, Education, Art, Regeneration, and Tourism) of the community. Through learning and engagement, we hope to encourage the appreciation of shared heritage and history. We are committed to preserving and telling Folkestone's story through our collections and exhibitions, being accessible and welcoming to all.

This is a part-time post for an audience development & learning specialist, experienced and skilled at developing and delivering formal education programmes, activities and interpretation, ideally within a heritage or cultural context. This may be on a regular part-time, term-time or annualised hours basis.

## **Overall Purpose**

The Heritage Support Officer [HSO] – Outreach and Audience Development supports the successful running of the museum as the lead for developing and delivering the formal (schools) learning programme and working collaboratively with the HSO Collections Access & Development on informal engagement, under the direction of the Curator.

Together, the museum team must deliver a strong programme of exhibitions, events, activities and learning opportunities using the collections in a way that makes them accessible and engaging.

## **Job Description:**

Responsibilities:

- To advocate and actively promote Folkestone Museum's commitment to engaging local audiences.
- Develop the learning strategy ensuring the needs of all audience segments are met, including harder to reach and special interest groups.
- Develop & deliver physical and virtual educational resources & experiences for those in formal education and young people educated in non-traditional learning environments.
- Liaise with schools, colleges and teachers to promote the use of the collections and activities of the museum in line with National Curriculum guidelines, including teacher CPD.
- Collaborate with the HSO Collections Access & Development in their development & delivery of informal engagement activities to widen access to the collections, exhibitions and Folkestone's history.
- Collaborate with the HSO Collections Access & Development on SEND provision across formal and informal provision.
- Work with and support volunteers where they are involved in aspects of the Museum's operation that fall within the responsibilities of the role.
- Gather feedback on educational activities and work with the Curator to analyse and implement any subsequent recommendations
- Work with the Curator to conduct event risk assessments and crisis management planning strategies for events and activities ensuring insurance, legal, and safety obligations are met.

- Work with Museum and Folkestone Town Council staff to market the museum and the events programme.

#### General

- Undertake other duties as requested by the Town Clerk.
- To attend staff briefing and training courses where appropriate.
- This post involves occasional evening and weekend working with flexible working hours.

## Person Specification

### Job Title: Outreach and Audience Development

	Essential	Method	Desirable	Method
<b>Experience</b>	<ul style="list-style-type: none"> <li>Proven track-record in the development &amp; delivery of learning experiences.</li> <li>Working within a broad learning context.</li> </ul>	<p>A, T</p> <p>A, I</p>	<ul style="list-style-type: none"> <li>Experience of working within Key Stage 1-4 provision in formal or informal settings.</li> <li>Working with special educational needs and disabilities audiences.</li> <li>Implementation of audience development &amp; engagement campaigns.</li> </ul>	<p>A, I</p> <p>A, I</p> <p>A, I</p>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>A level 6 qualification <i>or</i> at least three years' experience in <u>relevant</u> education facing role(s).</li> </ul>	A, I	<ul style="list-style-type: none"> <li>A qualification at level 5 or above in an education related discipline.</li> </ul>	A, I
<b>Knowledge/ Skills</b>	<ul style="list-style-type: none"> <li>Knowledge and understanding of the National Curriculum.</li> <li>Knowledge and understanding of monitoring, analysing and evaluating projects.</li> <li>High level of computer proficiency.</li> <li>A knowledge and understanding of safeguarding issues.</li> </ul>	<p>A, I</p> <p>A, I</p> <p>A</p> <p>A, I</p>	<ul style="list-style-type: none"> <li>Knowledge and understanding of generic learning and social outcomes.</li> <li>An appreciation of marketing principles in relation to the promotion of the programmes that fall within the responsibilities of the role.</li> <li>An understanding of the wider heritage sector.</li> </ul>	<p>A, I</p> <p>A</p> <p>A, I</p>
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>Excellent interpersonal skills, approachable with a positive and enthusiastic attitude.</li> <li>Organised and efficient in planning,</li> </ul>	<p>A, I</p> <p>A</p>	<ul style="list-style-type: none"> <li>Ability to communicate and engage with a wide variety of age groups and abilities.</li> <li>Available to work regular weekends</li> </ul>	<p>A, I</p> <p>A</p>

	<p>prioritising, managing your own workload and meeting deadlines.</p> <ul style="list-style-type: none"> <li>• Ability to work as part of a team and alone as needs require.</li> </ul>	A	and occasional evenings.	
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A – Application

I – Interview

P – Practical test or presentation