



## Information for applicants

<b>Job title:</b>	Head of Engagement and Interpretation
<b>Location:</b>	Delapré Abbey, Northampton
<b>Salary:</b>	£28,000 per annum
<b>Deadline:</b>	Thursday 22nd April 2021, 5pm
<b>Interview:</b>	Thursday 29th April 2021





## About Delapré Abbey

Delapré Abbey Preservation Trust has been in existence since 2006 and is an independent charity and company limited by guarantee. The Trust was set up to preserve and promote the heritage and natural environment of Delapré Abbey and the former Bouverie estate. In 2021, responding to new leadership and the impact of the 2020 Covid pandemic, we are refocussing our efforts and broadening our reach and impact.

We deliver a range of programmes and activities that support **lifelong learning, curiosity** and an improved **wellbeing**.

We promote the 900 years of the Abbey's history, and the stories that have unfolded within and around the estate over this time. The Abbey sits within over 550 acres of park and woodland, which is positioned within an urban setting.

We, with our partners, support all ages to engage with programmes that promote learning and socialising, and bring people and communities together.

We are proud to be rooted in Northampton, and to be supporting our local community who we coexist with.

We want to promote the Park and the Abbey to the widest number of people possible, connecting an ever-increasing number of individuals and communities to both nature and heritage. Through which we can support with opportunities that improve physical and psychological wellbeing.

## Vision

Positive change and strength is achieved through collaboration, ensuring all communities can own and celebrate heritage and our environment. Where culture in all its forms animates spaces and places to excite and inspire, and most importantly strengthen our collective environment.

## We Believe

That community need is first and foremost, and understanding this is key to achieving pride in a communities' place.

## Mission

To harness our independent strength as a Trust that is the connector of partners, communities, and space. Developing ambitious programmes that are accessible and relevant to our communities, and demonstrating the benefits, impact and reach to enliven new partnerships and increased engagement.

## We are

A registered independent charity with passion and drive.

## Values

- **Belonging** – We want to create a sense that everyone belongs, and has pride in their place.
- **Personable** – We care about people, no matter who they are - everyone is included.
- **Enthusiasm** – We strive to make a difference with dynamism, and we push boundaries.
- **Enterprising** – We love heritage, but we love new approaches even more.
- **Happiness** – We pour happiness into our work, so our community seeks enjoyment.

## Priorities

Improving access to Heritage and Culture  
Connecting people with improved Wellbeing and Environment  
Developing Progressive Enterprise

## Impact

Within Northampton we strive to make a positive impact supporting the social, health, economic and cultural prosperity of the community. We will measure the impact of our priority areas through the following lenses:

- **Preserve** - We preserve the heritage for future generation offering a connection to place.
- **Promote** - We promote The Park and Abbey contributing to the local economy.
- **Broaden** - We broaden access to heritage, and culture for all.
- **Connect** - We connect our communities to nature, and communicate the benefits.
- **Support** - We support people's wellbeing, through our spaces and programmes.



## Job Description

<b>Job Title:</b>	Head of Engagement and Interpretation
<b>Location:</b>	Northampton (Delapré Abbey)
<b>Responsible to:</b>	Chief Executive
<b>Responsible for:</b>	Engagement and Volunteer Manager
<b>Job Purpose:</b>	<ul style="list-style-type: none"><li>• To lead the creative development, interpretation, display and delivery of Delapré Abbey's displays, exhibitions and events for the enjoyment of all</li><li>• Manage and deliver engagement and inclusion activity that enables audiences to have a sense of belonging and ultimately pride in the place they live, work and play.</li></ul>

## Main Responsibilities

### Interpretation

- Lead on the continuous development and delivery of interpretation for the Abbey, both internally and externally working with partners, interpretation development and design consultants, and staff and volunteers.
- Using an audience-focused approach and knowledge of best practice in interpretation, you will shape themes, key messages, and visitor outcomes, aligning them with the Trust's core mission and values.
- Produce themes and interpretation approaches in line with the needs of target audiences and the Trust's communication objectives.
- Undertake research and development of all media formats to support the continued development of the Trust's interpretations and exhibitions.
- Ensure all collections including loaned items are displayed appropriately and are kept in suitable environmental conditions and the Trust keeps accurate records of its collections, and loans.
- Work with designers' digital developers to devise concepts of engaging interpretation for both the Trust's audiences onsite and online.
- Undertake project planning ensuring project timelines are communicated and delivered, good budgetary control is in place, and relevant procedures are followed.
- Implement consistent and high levels of quality control in all interpretation, from concept, design, construction, placement and marketing.
- Building networks of professional contacts, extending relationships and growing understanding of interpretation across the organisation.

## Engagement

- Develop an ambitious programme of engagement events in line with the Trust's strategic plan, delivering strong levels of reach and high levels of impact.
- Develop with Head of Commercial and Operations, and Head of Audience and Communications, admission and event concepts that lead to continued increase in visitor engagements and commercial returns.
- Develop learning programmes across the Trust with delivery partners, ensuring we have a lifelong learning programme, and where appropriate in line with national learning strategies.
- To work with the Engagement and Volunteer Manager to develop the volunteer programme and deliver volunteer activity and engagement.
- Contribute to community advocacy, enabling the local community to remain engaged and enthused about Heritage, Culture, Wellbeing and the Environment, and that they have a sense of pride in their community, and empower them to be advocates.
- Ensure that all programmes delivered are inclusive, build awareness and understanding about Delapré Abbey and its surroundings, and enable prolonged involvement.
- Enable engagement through a range of channels such as talks, social media and engagement events.
- Develop effective and specific monitoring and evaluation activity using qualitative and quantitative measures to gather reporting data and analysis in order to help plan future activity and ensure evidencing of the Trust's KPIs.

## Other

- Act as Duty Manager in line with Duty Rota.
- Negotiate effective outcomes in situations where stakeholders have conflicting priorities.
- Work in accordance with the Health & Safety at Work Act and at all times in accordance with the Trust's policies and procedures.
- To represent the Trust and develop relationships with key partners and external organisations.
- To contribute to the development of fundraising initiatives across the Trust and ensure our charitable work is well articulated and communicated.
- Support and be involved in engagement activities with our communities and staff.
- To carry out such duties as may be required from time to time by the Trust that are appropriate to the grade of the post.

## Line Management

- To ensure that sound management practice is adhered to by all direct reports.
- Challenge poor performance on the part of staff and volunteers.

## Development

- Attend and participate in regular one-to-one line management supervision meetings and an annual appraisal.



- Maintain an understanding in current interpretation best practice and have an active participation in sector networks.
- To be responsible for own personal and professional development, to actively participate in identifying training needs and to be willing to undertake training where a need has been identified and agreed with the line manager, to ensure that an effective service is provided.
- To maintain knowledge and keep abreast of change in policy, practice and relevant legislation and inform the line manager of these changes.

## **Projects**

- To undertake from time to time as required that may not fall under any of the tasks listed above.

## **Communications**

- Ensure effective liaison and collaboration with all departments and department leads regarding finance and performance issues and developments.
- To advise and report to the Board and Committees, including reporting to the Finance and Resources Sub Committee as required. Ensuring all meetings are serviced adequately, raising matters of concern, and work with the Committee and Chief Executive to develop the service further.
- Where required, input into cross-locality and cross-organisational working groups to support wider organisational objectives.

## **Performance Management**

- To be alert to and manage risk effectively in all locations.
- To adhere to all lone working policies and risk assessments provided for you by DAPT.
- To actively take part in required mandatory training as part of the yearly cyclical training calendar.
- To operate within clear professional boundaries and work within DAPT's Staff Code of Conduct.
- To operate within the Behaviours Framework embedded across the organisation.
- To implement and adhere to DAPT's Policy and Procedures at all times.

## **Involvement**

- To actively encourage a culture of involvement and inclusion of all in the work and life of DAPT.
- As required engage in wider involvement opportunities and activities of DAPT.

## **Equality and Diversity**

- To act in accordance with DAPT's equality, diversity and inclusion policy and procedures, to ensure that the organisation is compliant with legal and regulatory requirements.

## **Values**

- To ensure all policies, procedures and working practices within the service area support the values of the organisation.

## Terms and Conditions

<b>Pay:</b>	£28,000.00
<b>Hours:</b>	37.5
<b>Contract:</b>	Permanent
<b>Shift Pattern:</b>	Weekday and Weekends as required based on agreed monthly pattern.
<b>Annual Leave:</b>	25 Days plus Bank Holidays
<b>Pension:</b>	The People's Pension – workplace pension scheme. Employer Contribution 3% Employee Contribution 5%
<b>Notice Period</b>	3 months
<b>Conditions of Appointment:</b>	Satisfactory references and satisfactory DBS check. This post is subject to a 3 month probationary period.

<b>Scale Staff:</b>	The Manager will line manage staff across Interpretation and Engagement areas and contractors.
<b>Sites:</b>	Based at Delapré Abbey
<b>Discretion to Act:</b>	Specific delegated powers are allocated to the post holder in line with authority matrix.
<b>Environment:</b>  <b>DAPT operates on a 24 hour, 365 days per year basis.</b>  <b>Unsocial hours</b>  <b>Risk</b>	  In extreme circumstances, the post holder may need to be contacted in the event of an emergency related to their area.  The post holder will be expected to work occasional evenings and weekends.  The post holder works in a public environment so the potential risk is assessed as being low to moderate. It is important that the DAPT Lone Working Policy is followed.



## Person Specification

<b>Job Title</b>	<b>Head of Engagement and Interpretation</b>	
<b>Category</b>	<b>Essential</b>	<b>Desirable</b>
<b>Knowledge</b>	<p>K1 - Knowledge of Heritage and Cultural interpretation and engagement.</p> <p>K2 – Knowledge of the role digital plays as part of an interpretive approach. Experience of writing briefs for digital interpretation and working with colleagues who specialise in digital to ensure visitor focused outputs.</p> <p>K3 – Knowledge of the role of design as a part of an interpretation approach.</p>	<p>K4 - Have an understanding of the DAPT.</p> <p>K5 – Understanding of national sector developments within heritage and engagement.</p> <p>K6 – Passion for History, Culture, Preservation and Conservation.</p>
<b>Skills</b>	<p>S1 - Ability to communicate complex and big ideas in a creative and engaging way, with experience of developing, tailoring and delivering narratives. You’ll be able to bring our collections to life.</p> <p>S2 – Ability to champion the needs of different audiences.</p> <p>S3 - Excellent organisational skills, being able to work under pressure, to prioritise and meet team, function and organisational objectives within set timeframes.</p> <p>S4 – Possess excellent verbal and written skills.</p>	
<b>Aptitude</b>	<p>A1 - Proven teamwork ethic. Understanding and ability to respond to organisational, service delivery and functional demands.</p> <p>A2 - Experience of line management within a fast-paced environment, being able to motivate team members and ensure responsive and efficient service delivery across functions.</p> <p>A2 – Proven understanding and ability to engage with individuals across the sector to support organisational and personal development.</p>	
<b>Experience</b>	<p>E1 – Proven track record in managing and delivering heritage activity and community engagement projects with internal and external partners that respond to the heritage and meet audience needs.</p> <p>E2 - Experience developing visitor growth year on year within a heritage or cultural organisation.</p> <p>E3 - Experience of working with a wide range of volunteers and community groups, and an understanding of the sensitivities of doing so.</p> <p>E4- Experience of developing commercial initiatives within a visitor attraction.</p>	<p>E5 - Experience of working with matter experts, designers etc, to ensure visitor focussed narratives, text and object selection.</p>
<b>Education</b>	Q1 - GCSE or equivalent in English and Maths.	

<b>Personal Qualities</b>	P1 - Able to present self and work effectively, in both formal and informal settings. P2 - High levels of honesty, integrity and discretion. P3 - Ability to work with agreed standards of professional boundaries and confidentiality.	
<b>Circumstances</b>		C1 - Able and willing to work unsocial hours. C2 - Hold a full driving licence and have own transport.
<b>Health</b>	H1 - Able to meet the requirements of the post with or without reasonable adjustment.	
<b>Equality and Diversity</b>	O1 - An understanding of equality and diversity.	

## How to Apply

To apply please send a copy of your CV and a cover letter outlining how you meet the person specification to [info@delapreabbey.org](mailto:info@delapreabbey.org) with 'Head of Engagement and Interpretation' in the subject line.

The deadline for applications is **5pm on Thursday 22nd April 2021**.

Interviews will be held on **Thursday 29th April 2021**. Second interviews will be held **Wednesday 5th May**.

For further information on the role or Delapré Abbey, please give us a call on **01604 760817** or visit [delapreabbey.org](http://delapreabbey.org).

## Equality and Diversity

Delapré Abbey Preservation Trust is committed to encouraging equality, diversity and inclusion among our workforce, and eliminating unlawful discrimination. Our aim is that our workforce will be truly representative of all sections of society and each employee feels respected and able to give their best.

We will ensure that no employee or job applicant receives less favourable facilities or treatment (either directly or indirectly) in recruitment or employment on grounds of age, disability, gender / gender reassignment, marriage / civil partnership, pregnancy / maternity, race, religion or belief, sex, or sexual orientation.

If you would like to discuss an alternative application process please get in touch with us on **01604 760817**.