



Job Description: Audience Development and Participation Producer

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Reporting to: Project Director with support from the Chair of the Board of Trustees

Staff responsible for: N/A

Functional responsibility: To develop and deliver Audience Development and Participation programme for the Forest of Dean Sculpture Trail.

Hours worked: Freelance Part time 2 days/16 hours a week

Salary: £25,000 pro rata to two days a week

Timescale: 2.5 year fixed term contract December 2017 – July 2020.

Based: From home, but with ad hoc desk and meeting room space can be provided at Bank House, Coleford, Forestry Commission West England District Office and access to Beechenhurst Lodge Visitor Centre and its meeting/workshop space facilities.

Introduction:

We want to develop the way we interact with our audiences, and attract new audiences and deepen their understanding of our collection of sculpture. It's an exciting time to join the Forest of Dean Sculpture Trust as we embark on a new three-year 'Forest Look Out' commissioning programme which will see eight new temporary and permanent commissions on the Trail. We're looking for an imaginative individual who can help us achieve our ambitious goals. You'll do that by developing a far-reaching community engagement programme within the Forest of Dean and Gloucestershire, as well as planning public events and learning programmes in response to our world-class collection of outdoor contemporary sculpture.

There's certainly plenty to keep you busy: establishing strong partnerships with local organisations, developing sustainable learning opportunities, co-ordinating symposiums, walks, and fun and educational forest-based participation events. You'll support us in reaching out to young excluded adults and children, local elders and people with disabilities.

Your aim, in all of this, will be to connect with and enthuse people of all ages and from all backgrounds, including those from groups that are not traditionally culturally engaged.

Experience of engaging communities in a contemporary arts or cultural heritage setting is a must, combined with an understanding of audience research and evaluation. Excellent

communication, organisational and presentation skills are essential too, plus the proven ability to deliver events and manage social media content.

Principle Responsibilities

- To develop and programme an audience development and participation programme diary in close collaboration with the Project Director and interim Project Manager
- To programme school holiday activities led by local artists for families in close consultation with the Forestry Commission Recreation and Community Management team
- Develop relationships with a pool of local artists to develop exciting hands on participatory workshops inspired by our collection of sculpture and the Forest environment
- To develop, schedule and upload in consultation with our freelance PR consultants exciting social media content to encourage new audiences to visit the Trail and participate in workshops and events
- Recruit volunteers to help host, administer and lead events on the Sculpture Trail
- Support the Forestry Commission BARK project that will enable young people excluded from school across the South West to exhibit temporary artworks on the Trail in September 2017, and contribute to plans for 2018 and 2019.
- Identify and help coordinate activities for local groups supporting isolated older people such as MindSCAPE and Wyldewood Arts.
- Develop and support relationships with local schools and community groups that work people with low engagement in the arts
- To assist the Project Director with the participation of two special needs schools in the development of a new sound sculpture for the Trail in 2019
- Support the Project Director with the development of accessible events such as sign language interpreted talks and audio described walks
- Assist the Project Director in the planning of an international Forest art symposium in 2019-2020
- To carefully ensure that all events are budgeted for and all expenditure is accounted for with supporting receipts and invoices.
- To assist the Director in quality evaluation of all programming elements through coordinating volunteers to distribute questionnaires, gathering data about numbers attending and by documenting visually and in text successes and learning points of the programme.
- To carry out detailed evaluation surveys and write reports for the Forest of Dean Sculpture Trust and funders where required

- To assist with identifying future funding sources and contributing to fundraising applications

Personal Specification:

- At least two years of experience of overseeing innovative audience development activities and managing community and public participation events
- Good knowledge of contemporary art
- Excellent written and verbal communication skills and meticulous attention to planning detail
- IT and technology literate with proven experience of planning and creating social media content
- Experience in up to date procedure in carrying out risk assessments and safe guarding checks for events and programmes involving vulnerable participants such as elders and young people.
- Able to work as part of a team and on own initiative
- Ability to speak the language of a wide range people: local residents, children and families, education staff, disabled people and elders.
- Ability to work to tight deadlines.

General requirements.

- The post holder will manage their own workload & priorities and deliver project administration effectively.
- The post holder will be freelance and will be responsible for their own tax and IT.
- Be ICT literate, have their own computer, be able to develop new skills quickly and use Microsoft/Open Office, Outlook and be self-servicing in office administration.
- Attend project management meetings as required.
- Be committed to and work within FODST policies and procedures.
- Be mobile, able to drive and with access to a car.