



## HADRIAN'S WALL

AD122 - 2022

### COMMUNITY ENGAGEMENT COORDINATOR

<b>Role:</b>	<b>Community Engagement Coordinator</b>
<b>Contract:</b>	Freelance. Applicants are responsible for their own tax and national insurance payments.
<b>Application deadline:</b>	12noon, Friday 15 October 2021
<b>Timescales:</b>	Phase 1 - October 2021 to June 2022*
<b>Fee:</b>	£14,000 based on approximately 70-80 days between October 2021 and June 2022.
<b>Hours</b>	Flexible - to be arranged. Some evening and weekend work required.

\*Subsequent phases are dependent on levels of fundraising achieved, with approximate timescales as below:

**Phase 2:** June 2022 - January 2023

### BACKGROUND

Hadrian's Wall 1900 will celebrate the 1900th anniversary of the beginning of the construction of Hadrian's Wall. It will commemorate 1900 years of history of the UNESCO World Heritage Site (WHS), recognised locally, nationally, and internationally, as a cultural and historical asset of Outstanding Universal Value to humanity.

Throughout 2022, a programme of events and activity which celebrates 1900 years will be presented by local societies, interest groups, community and arts organisations, creatives, local authorities, visitor attractions, venues and individuals. It will take place across the length of the Hadrian's Wall Frontiers of the Roman Empire UNESCO World Heritage Site, from Wallsend to Ravenglass (73 miles/118km of Wall, and 140 miles/215km in total).

From community events to high profile arts commissions, Hadrian's Wall 1900 will provide opportunities for everyone to celebrate and find their connection to the World Heritage Site whether it be Roman history, dark skies, the natural environment, cultural diversity, food, music, the arts and more.

Hadrian's Wall 1900 is coordinated by the Hadrian's Wall Partnership in collaboration with local organisations, communities, and individuals.

The Hadrian's Wall Partnership is a voluntary body made up of organisations responsible for the UNESCO World Heritage Site status of Hadrian's Wall. Find out more about the partnership [here](#).

## **BRIEF**

Hadrian's Wall 1900 is looking to appoint a highly motivated and passionate Community Engagement Coordinator to work closely with the Coordinating Producers on this complex, year-long Festival.

The Festival will be made up of activity presented by Activity Organisers from local societies, interest groups community organisations, arts organisations, local creatives, local authorities, visitor attractions, venues, and individuals. We are inviting anyone to deliver events and activity to celebrate 1900 years of Hadrian's Wall in whichever way they choose. To date, we have received proposed activities from around 150 Activity Organisers.

The Community Engagement Coordinator will work closely with the Festival team to provide key support to existing Activity Organisers, **seek opportunities to find and develop new Activity Organisers** and develop community engagement with the World Heritage Site.

They will plan and deliver regular communications with Activity Organisers, supporting them through the planning of their events and activities and seek networking opportunities through contact sessions and events. They will also assist the Coordinating Producers in making links and connections between events, organisers, venues and organisations.

The Community Engagement Coordinator will support the Festival's aims which are to:

- Celebrate 1900 years of history connected to and inspired by Hadrian's Wall, and celebrate communities past and present who have lived alongside the Wall.
- Challenge perceived notions of what Hadrian's Wall represents and what it means to people
- Enable and empower people to create their own events and activities along the whole length of the wall to celebrate the 1900 years of Hadrian's Wall in whatever way they choose.
- Demonstrate the role that culture can play in helping people learn about and connect with heritage
- Nurture communities along Hadrian's Wall to recognise the significance of the World Heritage Site and put it at the heart of civic life and encourage people to engage as active and contributing citizens
- Share new models of participation and co-creation between communities and Hadrian's Wall venues, organisations
- Demonstrate the power of heritage, arts and culture to create stronger and more cohesive communities nourished by the energy, imagination and life experiences of their residents

- Monitor and evaluate the festival and its activities in a way which supports the Hadrian's Wall Partnership's future activity
- Provide exciting engagement opportunities for communities as audiences, participants and volunteers through festival activity
- Reach audiences of all ages locally, nationally and internationally

The fee is fixed for phase 1 with the expectation that should funding targets be achieved by the Festival team, subsequent contract phases would be available throughout 2022 and early 2023.

## **JOB DUTIES AND RESPONSIBILITIES**

This job description is a guide to the nature of the work. It is not wholly comprehensive or restrictive and may be reviewed as required; other responsibilities may be added depending on experience and need.

### **Key Duties**

- Develop and lead on local engagement with communities along Hadrian's Wall including with key organisations, agencies, local stakeholders and festival participants (Activity Organisers and potential participants of keystone events)
- Work with the Festival team to develop an inclusive approach to participation in the Festival programme
- Act as a key point of contact on key Festival engagement projects, where there may be opportunities for co-creation and developing projects with local communities.
- Manage regular communication and support to Activity Organisers
- Create, advertise and run contact sessions, networking opportunities and events for Activity Organisers
- Work with the Coordinating Producers and Marketing Coordinator on the development of effective audience engagement strategies for the Festival
- Contribute to monitoring and evaluation of community engagement for the Festival

### **Experience, Knowledge and Skills**

- Solid experience of cultural community engagement and demonstrable good practice within this area
- Experience of complex project management within a creative setting
- Knowledge and experience of cultural activity with communities and organisations
- Experience of managing community participation programmes
- Experience of working with community partnerships and collaborative project development
- Experience in creating and administering content on Hadrian's Wall 1900 festival social media platforms to facilitate community engagement and

working with the marketing team on implementing the festival's marketing strategy to engage audiences.

- Experience of budget creation and financial management for small to medium-scale projects
- Excellent administrative and organisational skills
- Excellent copywriting skills
- Excellent interpersonal and communication skills; openness, diplomacy, and tact
- Good numeracy and IT (MS Office) skills
- Accuracy and attention to detail (administrative and social)
- Able to provide regular updates to both the Coordinating Producers, Festival Steering Group and external partners as needed
- An affinity for working with people in a range of community settings
- Excellent project management skills with experience of delivering or facilitating sessions/workshops with a range of community groups in a range of community settings
- Facilitation of community empowerment and shared decision-making skills

### **Desirable Skills & Experience**

- Driving licence
- DBS certificate
- Some experience of developing and producing projects, ideally across a range of art forms

### **PERSON SPECIFICATION**

- An entrepreneurial and dynamic approach, and can-do attitude
- A confident, intuitive, and approachable manner
- Enjoys working independently as well as part of a team
- Passion for the arts, heritage and cultural sector
- Great communication and people skills in emails, phone calls and in person
- Ability to multi-task, prioritise, and manage own workload,
- A knowledge of and commitment to the principles of diversity and inclusion in the arts, heritage and culture
- Enthusiasm for the Festival's vision and the Hadrian's Wall Partnership 10 year investment plan
- Good attention to detail
- A willingness to work evenings and at weekends when necessary
- Commitment to audience development and engagement strategies and their implementation.

## **PROCESS OF APPOINTMENT**

This brief is an open call to initially deliver phase 1. Further phases are indicative (as detailed in the brief) depending on funding being secured.

To be considered for this role please provide:

- A covering letter detailing your suitability for the post and your knowledge and experience of working with community groups and participants (max. 1,500 words)
- CV
- Links to website, social media platforms illustrating previous experience
- Name of two independent referees from two recent projects

Please email these to [info@hadrianswall1900.co.uk](mailto:info@hadrianswall1900.co.uk) with the subject "HW1900 Community Engagement Coordinator Role"

Proposals should be submitted no later than **12noon** on **Friday 15 October**.

Interviews will be held in the week of 18 October 2021.

If you have any questions about the role please email [info@hadrianswall1900.co.uk](mailto:info@hadrianswall1900.co.uk)