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## **Creative Kernow**

### **Cultivator Programme**

#### **Digital Coach (Museums and Public Galleries) p/t 0.4 FTE**

Permanent contract (please note that the funding for this project runs until September 2019)

**£28k to £31k (pro rata) depending on experience**

**Closing date for applications – 22<sup>nd</sup> March 2017**

**Interview date – 6<sup>th</sup> April 2017**

#### **Introduction**

We are seeking an experienced advisor to support the development of Cornwall and the Isles of Scilly's diverse museums and public galleries through the effective use of digital technologies. The postholder will help museums & public galleries to unlock the potential of their organisations, through programmes of targeted support which will identify how they can best use digital tools to achieve their strategic aims. This is a new post and we are seeking applications from people with expertise in the effective application of digital methods in the heritage sector. We're looking for an individual with excellent inter-personal skills who can develop tailored programmes of support for museums and public galleries to help them increase their impact and reach their growth potential.

The Digital Coach (Museums & Galleries) will be part of a team of 6 advisors in the Cultivator team, based in the Creative Kernow office at Krowji, Cornwall's creative hub, and will work closely with the Cornwall Museums Partnership team.

#### **Background**

Cultivator is an innovative project providing an integrated programme of skills and business development support for Small to Medium Enterprises in Cornwall's creative industries. It is funded by the European Social Fund, the European Regional Development Fund, Arts Council England and Cornwall Council.

The lead partner and the employer for this post is Creative Kernow <http://www.creativekernow.org.uk/> one of Cornwall's leading creative sector organisations; the project is managed as part of the work of Creative Kernow's well-respected and long-established Creative Skills initiative.

Creative Kernow runs a number of projects in Cornwall apart from creative skills, with the key

Job description – Cultivator Digital Coach (Museums and Galleries), Feb. 2017

Creative Kernow is a registered charity no 292138 and a company registered in England no 01727731

ones being Krowji, the creative workspace cluster in Redruth; the Carn to Cove rural touring scheme; the Cornwall 365 cultural tourism project and the FEAST community arts programme. The organisation is a charitable company limited by guarantee.

Cultivator partner organisations are the Cornwall Museums Partnership (CMP), Cornwall College, Real Ideas Organisation (RIO), Business West, and Plymouth University.

The project provides creative industries specific:

- information
- advice and guidance
- mentoring
- sector relevant training
- a co-investment grants programme
- internships and other activities with SMEs that enable students, graduates and non-graduates to gain industry relevant experience and skills.

It works alongside the Cornwall and Isles of Scilly (C&IoS) Growth Hub and other business support provision to deliver bespoke and highly specialist coaching, mentoring and targeted investment needed to build capacity and maximise the growth potential of the creative industries, including museums and galleries.

## **JOB DESCRIPTION**

The Digital Coach (Museums & Public Galleries) will work with museums and public galleries of all types across the whole of Cornwall and the Isles of Scilly. The postholder will develop and implement tailored programmes of support which meet the specific needs of museums and public galleries in the region and are designed to help them improve their commercial, management and interpretative performance through the enhanced use of digital technologies - helping them access new markets and new audiences. A proven track record in digital practice, coupled with a keen awareness of best practice in the cultural sector and a commitment to supporting all museums & public galleries to reach their potential will be key qualities of the postholder.

The role of the Digital Coach (Museums & Public Galleries) will be to:

- Work closely with the Cornwall Museums Partnership and the Museums & Public Galleries Creative Business Advisor to ensure support delivered to museums & public galleries is both strategic and co-ordinated
- Develop a clear workplan, with measurable targets, detailing a programme of sector specific advice for museums and public galleries in Cornwall and the Isles of Scilly designed to help museums improve their performance through improved use of digital tools
- Liaise with a range of local agencies, networks and individuals to help museum staff and volunteers develop their digital expertise through training, enhanced skills sharing networks and improved awareness of best practice
- Support the development of tailor made skills development opportunities for museum

staff and volunteers and help signpost museums to other non-sector specific relevant training and development opportunities

- Broker productive partnerships between museums and public galleries, creative businesses and academic institutions which deliver mutual commercial benefits, promote innovation and/or explore new ways of working
- Identify and promote examples of best practice in the use of digital tools to improve museum practice to maximise shared learning
- Act as a point of contact for museums and public galleries helping them to secure new investment to help them develop their digital practice
- Support museums and public galleries to access international markets

*This job description is not an exhaustive list of duties and you will also be required to carry out any other duties which may reasonably be required of you in accordance with the needs of the project. You will also be required to be flexible and adaptable with respect to your role.*

### **1. Delivery**

- Responsible in conjunction with the 4 CBAs for the delivery and effective running of the initial Information, Advice and Guidance (IAG) service and Development Needs Analysis (DNA) sessions
- Undertake Digital DNA sessions on a one to one basis with users of the service
- Keep abreast of the full range of business support provision locally and nationally, including developing & maintaining working relationships with providers such as the C&loS Growth Hub connectors team; Oxford Innovation; YTKO and Unlocking Innovation Potential
- Promote and develop opportunities for museums and public galleries to network through attendance at appropriate events
- Provide relevant and up to date sector specific professional practice advice particularly in relation to the development and application of digital technologies within the sector.
- Track and monitor DNA beneficiaries at intervals as required
- Undertake outreach activities to promote the services of the Cultivator project in conjunction with the Project Manager and administrative team
- Develop all activities in line with the Cornwall Museums Strategy

### **2. Administration**

- Assist administrative team and Project Manager in maintaining systems and procedures for the initial IAG and DNA services
- In conjunction with the Project Manager administer the following Cultivator project strands:
  - Creative Investment programme
  - Export programme
  - Mentoring programme
  - Internship programme
  - Graduate start up business package

- Maintain data collection for Cultivator, in accordance with ESIF regulations, to include DNA records, beneficiary timesheets
- Assist the administrative team in maintaining ESIF eligibility records
- Provide regular reports to the Project Manager and Director on project progress against target and timescales agreed in the project action plan

### **3. Promote the Cultivator Programme**

- Assist Project Manager in marketing the initial IAG service and overall Cultivator programme via a range of methods, including social media platforms
- Responsible for encouraging individuals and groups to take advantage of the other elements of the Cultivator project
- Undertake outreach activities to promote the Cultivator project

### **4. Finance**

- Assist the Creative Kernow finance team with the monitoring requirements of funders
- Provide the Creative Kernow finance team with financial information as required

### **5. Other**

- Provide reports for Creative Kernow board meetings and the Cultivator Project Advisory Group or working groups which may be set up from time to time
- Attend general staff and team meetings
- Other duties as may be required by the Cultivator Project Manager or Director
- Work closely with the Cornwall Museums Partnership team to ensure an integrated approach to professional support services for museums and galleries across Cornwall and the Isles of Scilly

## **Person Specification**

Please note that only candidates who can demonstrate that they can meet all the essential criteria will be shortlisted

### **Skills / Experience**

#### **Essential**

- At least two years' experience of working in a digital role within the creative or cultural sector - ideally within a museum or public gallery environment
- Proven track record in the effective application of a range of digital tools in the cultural or creative sector
- Knowledge of the range of functions within a museum or public gallery and how they are inter-related
- Highly digitally literate with an excellent understanding of current best practice in the use of digital media in the cultural sector
- Coaching skills, and the ability to communicate one to one effectively and with empathy
- Ability to produce accurate and well-presented written documents
- Ability to conduct meetings
- Proven experience of dealing effectively with customer enquiries

- Ability to use appropriate questioning and listening skills to gather information
- Full valid driving licence and access to a vehicle for business use

### **Desirable**

- Proven knowledge of how museums and public galleries operate and the criteria for business success
- Working knowledge of Cornwall's creative industries sector
- Trained in life coaching or counselling skills
- Understanding of the process of business growth (the various stages, the implications and the changes that are required)

### **Personal Attributes**

#### **Essential**

- Flexible, adaptable, able to work on own initiative within a small team
- Excellent interpersonal communication and customer service skills, including an effective telephone manner
- Very well organised with excellent time management skills; reliable and with the ability to self-motivate
- Committed to equal opportunities
- Able to work to tight deadlines

### **Organisational structure**

The Digital Coach (Museums & Public Galleries) reports to the Project Manager and Creative Skills Director.

### **Key conditions of work**

#### **Contract**

Permanent part-time contract (please note that the funding for this project runs until September 2019)

#### **Pay**

£28k to £31k (pro rata) depending on experience

#### **Pensions**

Creative Kernow will automatically enrol you into The People's Pension if you are aged at least 22 but are under State Pension age and earn more than £10,000 a year (£833 per month).

If you don't meet these criteria at appointment, but you do meet them at a later date, we will automatically enrol you into the scheme then.

If you are eligible to join, Creative Kernow will contribute 1% of your salary until 30th September 2017, 2% for the next 12 months and 3% from 1st October 2018. More details about the scheme are available on request.

**Holidays**

4 weeks a year rising to 5 weeks over 5 years plus bank holidays (pro rata)

**Hours**

15 hours per week

There is some degree of flexitime, but the post-holder will normally be required to work during core hours 10am – 4pm. From time to time staff will be required to work unsociable hours. A TOIL system operates rather than payment of overtime.

**Place of work**

The Cultivator office at Krowji, West Park, Redruth TR15 3AJ. The role will involve attendance at meetings or events elsewhere.

**Probationary period**

There will be a six-month probationary period

**Equality and Diversity**

Creative Kernow is committed to equality of opportunity in employment practices and the provision of services and expects that its policy will be supported by everyone in the organisation.