

# JOB DESCRIPTION

The Arkwright Society believes in creating a supportive, teamwork driven workplace, where working together creates the best experience for our employees and volunteers, our visitors and our tenants. The Arkwright Society is a registered charity concerned with the education and conservation of Industrial Heritage focused at Cromford Mills in Derbyshire and the Lumsdale Valley.

Cromford Mills is a large heritage site with a visitor exhibition including the award-winning Arkwright Experience, tenanted offices, two cafes, retail shops, including our mill shop and a busy events programme. We have a well-established educational offer for schools and team of enthusiastic volunteers who support the Charity. Cromford Mills is a beautiful, unique and vibrant place to work. The site is of international significance as a key site within the Derwent Valley Mills UNESCO World Heritage Site.

**Job Title:** Head of Engagement

**Responsible to:** Chief Executive Officer

**Location:** Cromford Mills, Cromford, Derbyshire

**Contract:** Permanent

**Salary Range:** c £35,000 pa.

# Responsibilities:

The Head of Engagement plays a wide-ranging and dynamic role in the development and delivery of public engagement for the Arkwright Society. The post holder will work with their team to nurture, develop and strengthen the following activities: our schools and educational programme, marketing, volunteering, informal learning, participatory arts, visitor engagement and heritage offer. They will support the events programme, our fundraising initiatives, income generation and the development and delivery of externally

funded activities. The post holder will work closely with the CEO and the Chief Financial Officer to develop and deliver strategies which strengthen our engagement with visitors, partners, local communities, to increase income as well as social and environmental value.

This is an exciting and busy role which is an ideal opportunity for an ambitious, collaborative individual to develop a range of skills in a fun and rapidly evolving environment.

The post holder will take responsibility for:

* Enhance audience development and evaluation to better understand and target core audiences.
* Support the schools programme, increasing capacity by engaging volunteers.
* Develop the retail and visitor welcome team to ensure a welcoming experience and boost on-site spending – and work with the retail team to improve the shop’s commercial viability.
* Expand capacity for informal learning and participatory arts programmes.
* Lead volunteer recruitment, investing in and nurturing volunteer teams including the development and marketing of heritage tours and specific volunteer roles.
* Ensure a visitor-focused site and advocate for the visitor economy’s importance.
* Lead the development of new heritage, innovation, and sustainable energy skills programmes.
* Support the marketing manager to deliver targeted messaging to key audiences.
* Complete the work on accreditation, supporting the team to achieve this.
* Enhance interpretation, wayfinding, and community engagement on-site.

# Purpose of the role:

# The Head of Engagement will be a key member of the Senior Management team, leading public engagement efforts through activities, events, educational programmes, and our income generating heritage offer, while ensuring effective marketing to target audiences. They will foster a collaborative team environment, providing guidance and tools to strengthen outcomes and partnerships for Cromford Mills.

# This role requires a strategic, proactive individual with a "can-do" attitude who thrives on collaboration and variety. Strong leadership, professionalism, and communication skills are essential to inspire colleagues and drive forward the Society's exciting plans and partnerships with volunteers, members, and stakeholders.

# Duties:

**Management and Leadership**

1. To be an active member of the Senior Leadership team, taking a strategic role in the delivery of the Arkwright Society’s core objectives, including major grant applications and the delivery of major programmes and projects.
2. To lead the engagement team (currently 6 direct reports), supporting their development and ensuring they have the tools they need to do the best they can.
3. To be responsible for the planning, delivery and review of the Engagement Team budget.
4. To provide regular reporting: to the Senior Management team, the Board of Trustees, Cromford Mills Ltd Board, AGM, and to external funding bodies where needed.
5. As a manager to ensure our legal obligations, compliance with agreed statutory practices and policies are met across areas relevant to the position.
6. To take a strategic role in the Society’s ambition to work towards museums accreditation status

**Communications, Marketing, and Stakeholder Engagement**

1. Identify, develop, and maintain effective relationships with key stakeholders.
2. Lead the effective monitoring and evaluation of the Society’s activities, incorporating audience insights into our engagement and marketing strategies.
3. Provide strategic leadership for communications through a diverse range of channels, including campaigns, social media, events, and newsletters.
4. Work with the Development Manager to enhance and deliver our fundraising strategies and grant applications.

**Volunteering**

1. Provide strategic support for the development and delivery of a volunteering strategy that supports existing and new volunteers in delivering core objectives, with a focus on inclusion and diversity.

**Education and Heritage Interpretation**

1. Working with the education team, to develop the educational strategy to embed the existing educational offer whilst developing proposals for growth for both informal and formal learning.
2. Take a leadership role in the delivery of our Strategic Partnership with Derby University.
3. Oversee the development and delivery of a vibrant visitor experience through the heritage-based activities, tours and exhibitions/interpretation. Ensure a cohesive and engaging experience for both staff and volunteer-led activities.

This is an outline description of the duties and responsibilities involved in the job. It is not exhaustive and may be revised from time to time.

# PERSON SPECIFICATION Head of Engagement

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| **ESSENTIAL** | **DESIRABLE** |
| **TRAINING, EXPERIENCE AND QUALIFICATIONS** | |
| Experience of managing a wide range of stakeholder relationships and partnerships  Evidence of working in the heritage sector at management level and a good understanding of the culture and heritage sector and need for income generation.  Experience of developing public engagement, communication, and/or learning strategies at a senior level  Proven track record of leading, motivating and delivering through multi-disciplinary team(s)  Experience of designing and delivering innovative approaches to people engagement, volunteering, participation or inclusion  Competencies in using data and insight to drive engagement  A good understanding of fundraising and grant assistance for heritage sites. | Experience of developing education programmes for heritage/cultural sites  Experience of fundraising and bid writing  Practical experience of the accreditation process  Experience within the commercial/ business and/or charitable sectors, including income generation |
| **KNOWLEDGE AND EXPERIENCE** | |
| Strong leadership skills, excellent communication skills and an ability to build confidence and skills in others.  Understanding of balancing commercial and charitable objectives in an increasingly challenging economy  Excellent verbal and written communication skills, including advocacy and networking across a wide range of difference audiences.  ICT skills for effective use for presentations, report writings, activity plans | Knowledge of approaches to designing and delivering:   * effective social media marketing * educational programmes (informal and informal) * participatory arts programmes   Experience of writing or commissioning or delivering activity plans |
| **INTERPERSONAL SKILLS** | |
| Sound judgement and the ability to make clear and timely decisions in an organised way.  Ability to work as part of a team and across teams, including influencing and negotiating where required and learning from others.  An excellent team player willing able to be both strategic and hands on. A collaborative attitude to developing the Engagement Team and across the Society.  Commitment to your own personal development to meet the changing demands of the role with agility and adaptability. | The ability to question and challenge ways of working, with an understanding of the bigger picture in terms of the Society’s aims and external environment. |

# The package:

Benefits for working at Cromford Mills:

* + Flexible working at the discretion of the Society
  + Free staff parking
  + Staff discount scheme
  + Pension scheme
  + Training & Development tailored to you.

The Arkwright Society is committed to providing equality of opportunity. If you have a disability, we would be happy to discuss reasonable adjustments to the job with you.