



Job description and person specification: Events, Community Engagement and Programming Manager

Abney Park Trust

About Abney Park Trust

Abney Park Trust's role is to bring Abney Park to life so that together the community can benefit and learn from the park's unique wildlife, biodiversity and rich cultural heritage. It's a registered charity led by voluntary trustees. The park is a 32-acre historic Dissenting cemetery in Stoke Newington, and was the first statutory Local Nature Reserve to be designated in Hackney. It's the final resting place of a wide variety of people from radical, Nonconformist and Dissenting traditions.

The Trust is a modern, open and inclusive organisation which works in partnership with Hackney Council to look after the park. A multi-million pound project funded by the National Lottery Heritage Fund and the National Lottery Community Fund to restore the chapel, construct new community buildings and improve accessibility will be completed in late Spring 2023. As part of this there will be an exciting programme of activities for two years from April 2023.

The Trust will receive a portion of this activity programme funding, and hence requires an Events, Community Engagement and Programming Manager to join the team. And this will also see an expansion of the Trust's role. We will also have free access to the community facilities for 14 hours a week, and a number of days will see the chapel made available to us for bigger events – which the successful candidate will also run. And the successful candidate will also take over management of our other events, such as our popular walking tours, stalls and outdoor performances.

The Events, Community Engagement and Programming Manager will be employed directly by Abney Park Trust and will be responsible for delivering the parts of the Activity Plan that are the Trust's responsibility, as well as the rest of the Trust's events plan. The post-holder will be responsible for audience, park user and community engagement, event and programme planning, procuring collaborators and delivery partners for events and programmes, managing delivery, and monitoring and evaluation. The role will have a strong focus on revenue generation.

The post-holder will work closely with Abney Park Trust's Trust Co-ordinator, with the Trust's voluntary trustees, and with Hackney Council's Abney Park Manager and Volunteer Coordinator. We work in close collaboration and partnership with the council, and the successful candidate will be required to build close working alliances with council staff. Support from the trustees and the Trust's volunteer events committee will be provided, especially in terms of event design and delivery, and the successful candidate will also be able to draw on team relationships with London Borough of Hackney colleagues.

There is approximately £16,000 allocated for hiring contractors and suppliers to deliver the Activity Plan. The plan's deliverables include 10 programming strands covering community events, walks and tours, arts, ecology and more. It also includes the commissioning of an audio tour and website accessibility improvements.

To apply

- Email info@abneypark.org with “Community Engagement and Programming Manager application” in the title, by 12pm on 30th May 2023. Please attach a copy of your CV and a cover letter of no more than one page, outlining why you think you’d be suited to the role

Terms of the role

- Salary: £37,000 full-time equivalent (£22,200 actual)
- Hours worked: 24 hours per week, exact pattern flexible
- Benefits: 3% employer pension contribution, equivalent of 20 days of annual leave (calculated on a pro rata basis) plus bank holidays
- Contract type: fixed-term, for 18 months – with potential for renewal. The position is on payroll
- Location: mainly on-site at Abney Park, N16, with some work from home
- Some evening and weekend work required. Advance-planned teamwork to cover events is expected, with flexible working offered in return

Job description

Engaging with audiences, park users and visitors

- Finding appropriate ways to reach out to audiences, park users, visitors, communities and groups specified in the Activity Plan
- Engaging with these groups through feedback sessions to find out how they could benefit from the broad programming categories in the plan
- Tailoring the programme to meet the needs of the groups in a way that will achieve the plan’s deliverables and ensure engagement is high

Delivery and project management

- Planning at least one year of events and programmes at a complex site. This will include managing logistics and budgets, designing content in conjunction with collaborators and delivery partners, and ensuring events and programmes meet funder guidelines and Abney Park Trust’s charitable objectives
- Procuring collaborators, delivery partners and suppliers to deliver events and programming
- Managing collaborator, delivery partner and supplier relationships, including contracts/agreements, with a diverse range of collaborators
- Working closely with Hackney Council’s Abney Park Manager and Volunteer Coordinator to train and manage volunteers to support with some parts of the plan, for example stewarding and events assisting
- Being present at some events and programmes and acting as an on-site steward
- Ensuring all programming is carried out in adherence to rules around health and safety, safeguarding and other applicable regulatory and legal frameworks
- Organising public community engagement events with large numbers of attendees
- Communicating and marketing these events
- Acting as a “link person” between volunteers, event providers, London Borough of Hackney staff, and other Abney Park Trust staff and trustees
- Building on the relationship with the London Borough of Hackney to ensure productive and collaborative working

Revenue generation

- Creating and implementing a commercial and revenue generation plan for Abney Park Trust's events calendar, distinguishing between short term priorities and longer term planning
- Identifying opportunities to create revenue streams, and thinking creatively
- Using event planning skills to maximise and monetise the Trust's access to the chapel and community space
- Reviewing Abney Park Trust's merchandise offer

Monitoring, evaluation and reporting

- Capturing and responding to feedback from event and programme attendees to the depth required by the National Lottery Heritage Fund
- Working with Hackney Council's Abney Park Manager to share best practice

Requirements

Skills, interests and person specification

- Strong event programmer, able to plan event content design and be responsive to feedback
- Ability to work in partnership and collaboration with external people and organisations, and in particular Hackney Council
- Effective and persuasive communicator, able to a) listen to a wide diversity of people and communities and b) speak publicly in different contexts, including at events
- Forward thinker, able to plan for the short and long terms and to foresee and manage problems and risks
- Intermediate budget control and oversight skills, and numeracy skills
- Knowledge of revenue generation techniques and an ability to apply a commercial lens to programming, merchandise and events
- Digital and digital marketing skills, including good knowledge of content best practice for accessibility and engagement (especially in terms of driving attendance at events)
- Thorough, detail-orientated attitude to work, and strong time management skills with an ability to work to deadlines and manage multiple priorities
- Administrative skills, including strong inbox management skills and basic accounts payable skills
- A demonstrable commitment to and understanding of equality, diversity and inclusion
- Interest in key subject areas of the Activity Plan including heritage, ecology and community
- Strong awareness of and sympathy for Abney Park's uniqueness and complexity as a burial ground, designated Local Nature Reserve, registered Grade II historic park and garden, historic Dissenting and non-conformist resting place, community resource, and multi-use site
- Ability to work flexibly, with some evening and weekend work required

Experience and qualifications

- At least one year of demonstrable experience of working in either a leadership or project support role delivering community-level events and/or programming: **desirable**
- At least one year of demonstrable experience of working in either a leadership or project support role on community-level audience/visitor engagement: **desirable**
- At least one year of demonstrable experience of enhancing revenue generation: **desirable**

- Some demonstrable experience with monitoring and evaluation, such as collecting feedback forms: **desirable**
- Passion for and interest in heritage, ecology and the role of historic assets: **desirable**
- Knowledge of Hackney and its diverse communities: **desirable**

Annexe 1: the NLHF-funded Activity Plan portion of our events programme

	Activity	Description of activity (from plan)
1	Health and wellbeing	
1.1	Talks and tours	<p>Walks, talks and tours to include:</p> <p>audio tours for the visually impaired – including the grave of Harriet Delph (blind woman)</p> <p>walks about the ecology of the site, including bird spotting, invertebrate identification, possibly by Forest School teachers</p> <p>single sex walks and talks to target a cross section of the local communities</p> <p>talks by Royal Horticultural Society staff/ experts cemetery planting, planning and symbolism</p> <p>night walks to see owls, glow worms and nocturnal creatures</p> <p>talks and tours about the environmental sustainability of the site eg ground source heat pump, photovoltaics, biodiverse roof</p>
1.2	'Welcome to Abney' walks	<p>"'Welcome to Abney' walks</p> <p>Regular walks to show people around the cemetery to help orientate them and make them aware of the ecology and history of the cemetery"</p>
1.3	Dawn openings	<p>"Dawn openings</p> <p>Have a series of dawn openings to celebrate the Park as it comes to life, including Tai Chi, dawn chorus walks, May Day celebrations etc"</p>
2	Community Empowerment in Abney Park Cemetery	
2.6	Arts, craft and life skills	<p>"Arts, craft and life skills</p> <p>Regular arts, crafts and life skills events for young people and families where they learn real and transferrable skills, such as wood carving, print making, life drawing, fire making etc"</p>

2.7	Community celebrations	<p>"Community celebrations</p> <p>Annual community celebrations such as Human Library, Big Lunch, Great Get Together and Fun Palace"</p>
2.8	Citizen science	<p>"Citizen science</p> <p>Participate in the Citizen Science project to collect data about the cemetery that feeds into Earth Challenge 2020. This could include night trapping of moths, a bio blitz, bird identification survey for the nationally scarce Girdled Mining Bee etc"</p>
2.11	#loveAbney Instagram campaign & online exhibition	#loveAbney Instagram campaign and gallery page on APT website
2.12	Youth Champion for APT	<p>"Youth Champion for Abney Park Trust</p> <p>Create an opportunity for a Youth Champion on the Abney Park Trust Board to try and encourage the youth voice in all areas of the cemetery work."</p>
2.14	Abney Park Trust archives	<p>"Abney Park Trust archives</p> <p>Abney Park Trust will donate their extensive archives to Hackney Archives as part of this project. The archives will be catalogued by a project archivist and where appropriate some digitization will be achieved. This will then be used as part of the inspiration for the exhibitions that are toured around the local libraries"</p>
4	Interpretation	

5.9	Abney Park Trust website	<p>"Abney Park Trust website update to include:</p> <p>Social story – a written story for people with autism to understand what they will see and do at Abney Park Cemetery</p> <p>Euan’s guide – a disabled access review to ensure people with physical disabilities are aware of the varied access issues at the cemetery.</p> <p>Clear roles and responsibilities and contact details</p> <p>Resource pack for history of APC</p> <p>Ecology pack and trails for APC</p> <p>Links the LBH’s website."</p>
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