

This role is funded by the National Lottery Heritage Fund, with thanks to National Lottery players

Job title: Information & Engagement Manager

Reports to: Mills Archive Trust Director

Works with: Chairman, Trustees, staff and volunteers at all levels

Location: 44 Watlington Street, Reading, RG1 4RJ - *office based, with some local travel*

Hours: Full time, 37.5 hours

Salary: £30,000 pa

Contract: Fixed term, July 2023 – July 2025

Benefits: Pension scheme; a beautiful working environment in an historic building in a central location; opportunity to gain a wide range of experience working with different stakeholders

About the role

Central to the successful delivery of a new funded project, Reading emPOWERed, the Information & Engagement Manager will manage and deliver planned project activities. They will engage and build relationships with diverse local communities, expand learning and understanding of the history of milling and renewable energy sources, and enhance the Trust's local and national reputation.

The IEM will engage local communities with selected collections for them to discover and value their wind and waterpower heritage. They will engage wider ranges of people with different backgrounds and experiences to examine historical and local material that needs organising and interpreting in ways they feel are relevant to contemporary society. By making discovery enjoyable, the IEM will help us increase local involvement and support, making our heritage charity more sustainable.

The heritage of wind or watermills generating electricity is threatened by the loss of widely dispersed records, documenting 175 years of British engineering inventions, and the lack of safekeeping for easily deleted digital archives of modern, rapidly changing enterprises. The IEM will widen use of our facilities and gain national publicity for the need to address heritage threats, attracting more collections and opening new avenues for sustainable funding.

The IEM will establish the place of milling history within wider contexts, using milling as a lens through which to understand and engage with the past, and advocate for the contemporary relevance of the past for current and future generations. They will address the "So what?" question for the preservation of milling history as well as the existence of the Trust and express these answers clearly and convincingly for a variety of existing and potential beneficiary and supporter groups.

The IEM's work will enrich local communities, underlining stories of past and present individuals and organisations. Building on the experience and embracing cultural and contemporary insights, the IEM will develop and deliver plans to strengthen the appreciation of renewable energy sources in the fight against global warming and enhance our role as a vibrant, innovative and inclusive gateway to the enjoyment and understanding of all aspects of milling.

The resulting experience will enable us to spread more widely the importance of milling heritage to current and future generations, developing approaches for future projects elsewhere in the UK. New education programmes on wind and waterpower with local and cultural context, will offer pathways to understand how the heritage relates to Reading's past and present.

You will:

1. Develop and ensure successful project delivery, working closely with the project team, supporting project monitoring and evaluation via collection and analysis of impact data. You will measure project activity against our project plan and target outputs and outcomes.
2. Build narratives including social, economic and technological history to widen engagement, ensuring accessibility and inclusivity, as well as addressing the needs of researchers and enthusiasts with a more in-depth interest.
3. Work with collaborators and volunteers you recruit, to produce a variety of promotional and educational tools and resources for engagement with new audiences.
4. Identify additional new audiences and build relationships with them, by creating and executing engagement plans for those groups as per the project plan.
5. Manage project interns and volunteers.
6. Create case studies demonstrating our impact and provide evidence like these for the creation of an impact statement that will support future fundraising activities.

As a result you will ensure that:

1. A wider range of people have the chance to engage in heritage – more people, and a wider range of people including groups not typically associated with heritage, will learn about the history of milling, and enjoy taking part in events, activities and volunteering.
2. Heritage will be in a better condition - milling history will be well preserved and accessible for current and future generations. Volunteers will help make our material more discoverable and access more user friendly and relevant.
3. Heritage will be identified and better explained – our information will be more easily accessed, understood and appreciated. We will involve a range of people in reviewing our collections and suggesting which are more important or more interesting to them.
4. People will have learned about heritage, leading to change in ideas and actions – volunteer involvement, events, activities and expanded educational resources and communications will provide opportunities for learning and reflection, including about one's own role regarding climate change. You will help inspire the next generation to value heritage, archives, milling and learning from the past to explore modern-day issues.
5. The Trust will be more resilient - support will increase for our work to create a world in which the role of milling and all its contributors – from ancient times and up to present day – are self-evident, valued and recognised as integral to people's histories and lives today.

Responsibilities:

Engagement

- Ensure delivery of engagement activities e.g. presence at external events, working with collaborators to deliver art workshops and educational activities to school children.
- Build relationships with organisations, communities, individuals and collaborators.
- Increase public awareness of the Trust and its brand, values and impact – with data confirming that we have raised awareness, opening up new funding opportunities and supporting fundraising with examples of beneficiaries and how we help enrich their lives.
- Identify specific potential beneficiary groups from current and wider communities, and approach prospective contacts in each group. Build relationships with organisations, communities, individuals and collaborators.
- Prioritise new potential beneficiary groups; work with key group representatives to develop and test engagement approaches and tools.

Communications

- Create and deliver project communications plan (for all media e.g. mailings, newsletters, social media) with support from the Database Executive and volunteers.
- Publicise and evaluate interest in the stories by expanding our current weekly email programme beyond our current 5,000 subscribers.

Project management

- Manage the delivery of the project, against the project plan and timetable, working closely with the Director, flagging potential issues and risks as soon as possible.
- Liaise and work with collaborators and contractors according to the timetable.
- Collect, analyse and communicate data regarding project progress and success to the team and the funder. Share information and cooperate with the project evaluator.
- Maintain a clear view of the project aims and target outputs and outcomes.

Project information and education provision

- Research and writing: produce researched written content for digital and printed materials.
- Understand and utilise library and archival materials, engaging visitors, volunteers, users, supporters and interns in that material and providing accessible tools and resources.
- Look after visitors and organise and run project events/activities held on site or virtually.
- Work with collaborators to coordinate and deliver public engagement resources/events.
- Develop our website's usability and educational resource provision.
- Develop and strengthen relationships within and outside the Trust by handling project-related public enquiries, always ensuring a timely response.

Data and information gathering

- Use the CRM to input and extract data, working with the contractor to optimise how it serves the organisation's information and engagement needs.
- Help to create systems for measuring, recording and sharing our impact e.g. feedback from visitors, website analytics, and the number of people we help.
- Develop metrics and collect data to demonstrate engagement levels.

Person specification**Person Specification****Essential:**

- A good degree.
- Excellent people skills and experience of working in a public-facing/customer service role.
- Experience of working with diverse groups of people and enabling access and engagement.
- Experience in and awareness of the importance of monitoring and analysing data, and the ability to communicate findings to other team members and to other stakeholders.
- Excellent interpersonal skills and maturity, working well in a team, with the ability to maintain professionalism with donors, potential supporters, staff and volunteers.
- Passion for history, heritage and a clear vision of the Trust's role and current activities.
- Adaptable and motivated to help shape a small and growing charity.
- Excellent organisational skills, and able to operate independently and methodically.
- The skills to identify areas of opportunity within existing activities, as well as untapped opportunities, and to communicate these effectively.
- Flexibility and adaptability suited to working in a small charity.
- High-level competence in IT skills, including databases, standard Office applications and comfort in using newsletter and social media tools, with a willingness to learn new applications and technology as appropriate.
- Highly developed communication skills, with strong skills in building relationships with different audiences, using a variety of media.

Desirable:

- Experience working/volunteering in the heritage sector.
- Experience of working in an information or engagement role.
- Advertising or marketing experience.
- Experience in using and interpreting data captured via surveys and analytical tools e.g. Google Analytics.
- Experience in using contact relationship management databases.
- Awareness of considerations relating to digitisation of historical materials and copyright.
- Hold a current clean driving licence.