

## Events and Outreach Coordinator (remote working) - Invitation to Tender

Gairloch Museum is inviting museum learning professionals and digital content providers to work with our Curator and volunteers to develop, deliver and market a programme of entertaining, heritage-related digital content and blended learning activities.

### 1. Background

In July 2019, after an eight-year community-led project, Gairloch Museum opened in its new premises, a former Cold War 'bunker'. The Museum, which is fully accredited by Museums Galleries Scotland, preserves and presents the heritage and history of Gairloch and surrounding areas. In October 2020 Gairloch Museum was announced winner of Art Fund Museum of the Year 2020.

The Museum currently employs three staff. Our full-time Curator has professional responsibility for the conservation, care and development of our Collections and managerial responsibility for the displays, exhibitions, artefacts, library and archive, including promoting access to our resources as a learning and research facility. The Front-of-House Supervisor and her deputy (both part-time) manage the day-to-day running of the Museum as a landmark visitor attraction, including a quality retail offer, and support the volunteers on reception and room steward duties.

The commitment of our volunteers is a strength. As well as their involvement in ensuring visitors enjoy their Museum tour, they lead walks, give talks and workshops, undertake research and deliver on the management and outreach activities essential to the successful operation of the organisation.

To capitalise on the momentum built by our Art Fund Museum of the Year award and to expand our audiences of all ages, in the post-Covid world, we wish to engage a creative entrepreneur with experience and understanding of the digital potential of the heritage sector, who will extend and develop our resources, events, activities and outreach, including with schools and groups who face particular challenges.

The invitation to tender provides an outline of the main aspects of the role, and should be seen as a flexible working document, adapted as circumstances change and opportunities arise.

### 2. The Project

Digital outreach has become crucial due to Covid-19. Gairloch Museum seeks to reimagine its community engagement programmes, adapting its events and activities to better serve its existing audiences who are currently unable to visit. The Museum is also seeking to capitalise on the opportunities presented to it as a winner of Art Fund Museum of the Year 2020 to develop new audiences and income streams. This project will build on the cultural activities that are already popular with Gairloch Museum's members and visitors and will generate new activities that are suitable for blended distance learning, removing geographic boundaries in the delivery of the museum experience. The outcome will be a legacy of educational digital content and blended delivery activities that can be accessed both onsite and remotely.

The project is jointly funded by Art Fund, through their Respond and Reimagine programme and Museums Galleries Scotland's Recovery and Resilience Fund. There is an allocation for equipment and travel within the project budget.

### 3. Deliverables

Responsibilities	Key Tasks
1. To assess the existing resources (including people) which would be the foundation of an events and activities programme, including digital content	<ul style="list-style-type: none"> <li>❖ In liaison with the Curator, review the Museum's collection, archives (including photographic and oral history), library and resources to assess their potential to create engaging digital content</li> <li>❖ Engage with staff and volunteers who would contribute to an events and activities programme, including outreach and digital engagement</li> <li>❖ Assess the potential audiences for digital output, including the education sector, community groups, particularly those facing challenges, both within and beyond Gairloch parish, and those attracted by the Museum's success in Art Fund Museum of the Year 2020</li> </ul>
2. To develop digital content and resources and integrate these into a flexible and realistic programme of events and activities through 2021	<ul style="list-style-type: none"> <li>❖ Plan an outline programme of events and activities which could be offered to both actual and virtual audiences</li> <li>❖ Create digital content, either in advance or as part of a 'live' event or activity, to attract a broad audience of visitors</li> <li>❖ Liaise with local school staff to understand the potential contribution of Gairloch Museum to the National Curriculum and develop digital resources which will support visits and/or extend the use of the Museum collections as part of 'remote learning'</li> </ul>
3. To evaluate events, activities and digital content for future programming and development	<ul style="list-style-type: none"> <li>❖ Monitor and evaluate events, activities and digital content to provide a basis for future programmes and a resource base which can be developed and extended as a legacy of this project and the MotY award</li> </ul>
4. To support Museum staff and volunteers in developing their expertise in the digital field	<ul style="list-style-type: none"> <li>❖ Provide relevant induction, digital training and skill enhancement opportunities for volunteers across the range of the Museum's heritage-focussed activities, supervising and/or supporting them where appropriate</li> <li>❖ Support and mentor students, interns and/or Duke of Edinburgh Award scheme placements in the creation of digital content</li> <li>❖ Maintain a log of training and support given, relevant to developing digital expertise, for inclusion in Museum records</li> </ul>
5. To develop and support project-related links and liaison with heritage and learning partners	<ul style="list-style-type: none"> <li>❖ Establish and maintain good working relationships with Gairloch Museum's stakeholders and partners within the heritage sphere (including Sabhal Mòr Ostaig, West Highland College, Museums Galleries Scotland, National Museums Scotland, Museums and Heritage Highland) as relevant to digital outputs</li> </ul>

<p>6. To assist in bidding for funding/grants for identified digital developments</p>	<ul style="list-style-type: none"> <li>❖ Identify opportunities for relevant funding applications and prepare funding submissions, in collaboration with others as appropriate (partners/curator/treasurer)</li> <li>❖ Implement, monitor and evaluate projects and digital events funded from successful applications</li> </ul>
<p>7. To support promotion of the digital Museum to attract new visitor segments</p>	<ul style="list-style-type: none"> <li>❖ Input into the development of a broader Museum marketing strategy which will promote the Museum to existing and new visitor segments</li> <li>❖ Contribute to content for the Museum website and social media accounts and respond to related media enquiries</li> <li>❖ Identify commercial opportunities with respect to events, activities and exhibitions which will be income-generating</li> </ul>
<p>8. To inform and work with the Museum Board and working groups</p>	<ul style="list-style-type: none"> <li>❖ Report to the Museum Board (in person or in writing, as appropriate), at least quarterly, providing account of current activities and relevant development issues</li> <li>❖ Contribute where appropriate to the work of the Exhibitions Planning Group and the Interpretation Group</li> </ul>

#### 4. The Successful Bidder

The successful bidder will bring the following knowledge and skills to the project:

- ❖ Relevant experience of delivering a wide-ranging programme of events and activities in the heritage and/or education and learning sector
- ❖ Proven experience of, and enthusiasm in, using a range of digital tools and techniques to create digital and social media output
- ❖ The capacity and skills to engage with diverse audiences, including in the fields of education and those facing challenging life circumstances, together with an understanding of the potential barriers to engagement
- ❖ A track record of working with, developing and motivating volunteers
- ❖ Knowledge of Scottish social history and empathy with Gaelic culture (knowledge of the Gaelic language would be advantageous)
- ❖ Knowledge of exhibition development and the ability to coordinate diverse aspects of an exhibition programme with related activities
- ❖ A flair for original and engaging presentation and interpretation in both permanent and changing digital displays
- ❖ Strong planning and organisational skills
- ❖ The ability to work to tight deadlines and to react positively to change and uncertainty
- ❖ Analytical and problem-solving capabilities
- ❖ Good team worker, with excellent interpersonal skills
- ❖ Excellent communication skills, confident and competent in engaging a diverse range of audiences
- ❖ Experience of working effectively with subject specialists and external organisations
- ❖ Understanding of the requirements of grant applications within the Museum and/or heritage sector to be able to contribute to relevant funding requests.

## 5. Tender Process and Timescale

### Application

Responses should be sent via email to Dr Karen Buchanan (curator@gairlochmuseum.org) by no later than **5pm on Friday 4<sup>th</sup> December 2020**.

The proposal should be no longer than four pages and must contain:

- An overview of your work, including examples of projects undertaken by you in the last two years
- A response to the brief, outlining your approach to its implementation
- Biography and/or CV
- An indication of daily fee
- Contact details

### Payment and Timescale

It is envisaged that the time commitment would be 8 days per month, flexible, for one year (max. 96 days) paid at an agreed daily rate.

### Contracting Authority

Gairloch & District Heritage Company Ltd.  
Gairloch Museum  
Gairloch  
IV21 2BH  
e: secretary@gairlochmuseum.org  
t: 01445 731680 (H)

The management of this contract will be with:

Dr Karen Buchanan  
Curator, Gairloch Museum  
e: curator@gairlochmuseum.org  
t: 01445 712287

The post holder will work to the relevant Museum Policies and Guidance:

1. Equality and Diversity
2. Safeguarding
3. Health and Safety & Emergencies
4. Environmental Sustainability
5. Personnel (Employed staff – as appropriate to the role)

### Schedule

Issue of Tender:	20 November 2020
Receipt of Tender:	4 December 2020 5pm
Interviews (via Zoom):	10 December 2020 (morning)
Developer Engagement:	15 December 2020
Work Commences:	5 January 2021
Interim Reports:	Quarterly to Museum Board throughout the project
Completion of Work:	31 December 2021

**Art Fund**



## Intellectual Property

All work carried out will be owned by Gairloch Museum. All intellectual property will reside with Gairloch Museum on full and final payment of the project.

Gairloch & District Heritage Company Limited is a company limited by guarantee SC426095, Scottish Charity Number SC010249.

Art Fund\_

