

Job description

Job title:	Immersive Interpretation Producer		
Department:	Public Engagement, Curatorial and Collections	Contract:	Permanent
Reporting To:	Participation Manager	Hours per week:	37

1. Job purpose

To develop, enhance and oversee a creative immersive interpretation offer to inspire and drive visitors to our sites, with an initial focus on York Castle Museum.

2. Dimensions

- Produce projects on time and on budget (to a value of around £80,000)
- Deliver the relevant yearly targets and projects outlined in the Public Engagement Operational Plan
- Deliver the relevant yearly targets as outlined in the YMT Annual Business Plan

3. Principal accountabilities

- Create and deliver innovative immersive experiences particularly focussing on Kirkgate, the Victorian Street at York Castle Museum, and the Cells (for example through live interpretation, promenade performance, creative collaborations, digital media) to enhance the core museum offer, deepen audience engagement, and increase visitor attendance in line with YMTs strategic priorities.
- Draw on the very best of theatre, and creative programming to deliver a new approach to immersive interpretation, introducing high quality partnership and commissioning practice to significantly increase our reach.
- Work in partnership or co-create/co-commission projects with theatre production companies and creatives to pioneer new ways of interpreting our collections and buildings, engaging audiences and diversifying perspectives in line with YMT strategic priorities.
- Support the delivery of the learning, engagement and community participation programmes, working closely with the Public Engagement team to ensure the programme is fit for purpose.
- Work with the Curatorial teams to develop excellent audience focussed Interpretation and ensure that audience engagement and learning is considered at every stage of the project.
- Oversee training and ensure quality control measures are in place to ensure consistent high standards of delivery.

- Deliver programming that offers alternative voices and perspectives on the core museum and exhibition offer, working with partners, individuals and community groups.
- Embed meaningful evaluation of the immersive interpretation programme, building our knowledge and understanding of our audiences and shaping a programme that meets visitor's needs and exceeds their expectations.
- Work with the Volunteer Team to develop and support the volunteers to be involved in this programme at YMT.
- Supervise freelancers and work placements as part of project management.
- Source fundraising opportunities, working with our Head of Development, to support delivery of the Public Programme
- Promote and develop equality and diversity in line with YMT Equality Statement.

Other duties

- Ensure the Trust's Safeguarding policy and reporting procedures, and Health and Safety requirements are followed.
- Other duties may be required from time to time which are consistent with the grading of this post

4. Key performance measures

Projects completed on time and within budget
Increase visitor numbers at York Castle Museum
Positive feedback from public
Positive evaluation from projects with community groups and key partners
Positive evaluation collected during activity

5. Knowledge, skills, experience and behaviours

Knowledge

- Educated to a degree level in a relevant subject or comparable experience in a relevant field
- Knowledge of live interpretation in arts and cultural settings

Skills

- Strong organisational skills.
- Ability to manage time effectively
- Effective problem-solving skills
- Excellent communication skills, both written and verbal
- YMT has a strategic commitment to increasing its digital skill base. The post holder should be able to demonstrate competence in one or more of the following areas:
 - Digital recording – e.g. photography, sound, video
 - Social networking – e.g. twitter, Facebook

Experience

- Experience of producing high quality immersive interpretation, live theatre or performance in a cultural, heritage or museum setting
- Experience of developing and/or delivering training around immersive engagement
- Experience of commissioning digital or new media engagement activities
- Experience of arts / cultural commissioning for the public
- Experience of creating public events for families and adults
- Experience of planning, managing and reporting against budgets
- Production management experience
- Creative partnership working and / or co-commissioning experience

Behaviours

- Willingness to maintain creative and open-minded outlook
- Ability to work flexibly and as part of a team
- Ability to work on own initiative
- Commitment to and advocacy of equality, diversity, inclusion and anti-racism and understanding how these apply to the role.

6. Key relationships

Public Engagement team

Curators

Marketing and Communications team

Visitor Experience team

Fundraising Manager

Visitors and community groups

Creative practitioners across York and beyond

Educational organisations

7. Organisation chart