



## North Craven Building Preservation Trust

### Job Description

### Digital Design Officer / Web developer

Contract Type: Freelance

Duration: August – November 2020

Closing Date: Monday 13<sup>th</sup> July 2020

#### PROJECT BRIEF

##### Contract Terms

Digital and graphic designer:

Fixed fee £5000

4 month duration.

Web developer:

Fixed fee £5000

4 month duration.

##### Project Title

The Folly: Into the Future *and* The Folly Experience

##### Role(s)

##### Digital Design Officer - Museum of North Craven Life

Reporting to: Heritage Development Officer and Honorary Curator

##### Web Developer – Museum of North Craven Life

Reporting to: Heritage Development Officer and Honorary Curator

##### Project background and aims

Settle is a small market town where local communities experience rural isolation and where cultural participation is low. The Museum was founded in 1976 and opened at its new home in The Folly, a Grade I listed 17<sup>th</sup> century town house, in 2001. It continues to collect, care for, and interpret the natural and cultural heritage of the North Craven district. The museum welcomes visitors from the local community and beyond, inspiring them to find out about the history of the town, surrounding areas, people and landscape. The impact of coronavirus on the local economy, especially tourism businesses, is expected to be significant.

The Folly: Into the Future is funded through an ACE emergency grant and aims to improve the Museum as a community resource, especially for local families and young people, by creating new online and in-gallery resources. We will do this by creating a revised public programme, improving our social media profile and ensuring that the visitor offer is refreshed to attract new audiences, both online and in person. Key to the new offer is a high-quality online exhibit on the history of The Folly building itself, supporting learning resources on local history, museums and contemporary collecting for use by home educators and during Museum visits.

The Folly Experience is part of a two-year NLHF project to deliver the initial phase of an ambitious project to transform The Folly, Settle's only Grade I Listed building, into a sustainable heritage and arts attraction operating at the centre of the local community. The aim of these posts is to design and deliver the new digital exhibition on the history of The Folly itself, produce supplementary artwork for the exhibition, the website and the educational resource packs; to integrate the exhibition and resources with the existing website, and make stylistic and other changes to the website.

### **Key tasks and responsibilities**

The posts will support the Museum in creating a new online exhibition and updating the website with improved digital content. These will help us attract new audiences to The Folly. The postholders will be responsible for ensuring the delivery of key outcomes as outlined in The Folly: Into the Future Project Plan. They will work closely with the Heritage Development Officer and Learning and Access Officer:

#### Digital Design Officer

- Design the digital exhibition on the history of The Folly.
- Produce supplementary artwork and, if possible, short animations, for the exhibition, in keeping with the existing artistic interpretations of The Folly. Samples are available on request.
- Produce supplementary artwork for and design the educational resource packs, which will be developed by the Learning and Access Officer
- Create a digital map of North Craven for use on The Folly website

#### Web Developer

- Build the digital exhibition and integrate with The Folly's WordPress website
- Integrate the educational resources with The Folly website
- Integrate some material from the Trust's old website [www.ncbpt.org.uk](http://www.ncbpt.org.uk)
- Update The Folly website in line with accessibility standards, museum & tourism industry best practice and improve search engine optimisation
- Make other changes to improve site navigation and layout as requested by the Honorary Curator and Heritage Development Officer.

Activities and resources will incorporate:

- Good practice examples from across the sector, including accessibility.
- Opportunities to maximise audience development and community engagement
- Feedback and evaluation

#### Audiences

- Potential museum visitors, including families and children
- Prospective tourists to the Settle area
- People still in lockdown (shielding) who miss being able to visit museums and galleries
- Audiences further afield who may be unable to visit in person, but have an interest in the museum and its collections
- School teachers and pupils

## Person Specification

### Digital Design Officer

Person specification	Essential/Desirable
Experience of project management in a design environment	E
Able and effective communicator (verbal and written)	E
Excellent interpersonal skills	E
Able to work alone/remotely and as part of a team	E
Able to demonstrate team-working ethos and strong motivation skills	E
Experience of design for children and/or learning resources	D
Experience of community or partnership working	D
Experience of initiating and developing digital projects, using historical materials, buildings or collections	D

### Web developer

Person specification	Essential/Desirable
Significant experience with WordPress sites	E
Able and effective communicator (verbal and written)	E
Excellent interpersonal skills	E
Able to work alone/remotely and as part of a team	E
Able to demonstrate team-working ethos and strong motivation skills	E
Previous experience working with museums and/or heritage websites	D

You must be registered (or willing to register) as self-employed and be responsible for your own tax status and National Insurance contributions. You must be able to provide sufficient information to enable the North Craven Building Preservation Trust, who own and manage the Museum, to confirm a clear Disclosure and Barring Service disclosure within the 18 months preceding August 2020.

### To Apply

We know that many digital designers also work in web builds and we welcome applications addressing both roles, from individuals or partnerships, as well as applications addressing one or other role.

Please provide a detailed proposal which describes the key activities and how you propose to undertake them, along with any requirements, time or information you would require from the contract managers in no more than 750 words, and a portfolio of relevant recent work. Please also provide a breakdown of the number of days anticipated to undertake each part of the proposal and associated fees.

Please also provide a proposed timescale for delivery of the programme and when you would require contact with key staff and contract managers. Send this information with your CV and a

covering letter detailing your relevant skills and experience, and an indication of your availability by email to Caitlin Greenwood [hdo@ncbpt.org.uk](mailto:hdo@ncbpt.org.uk) by 13<sup>th</sup> July 2020.

Interviews will be arranged, remotely if necessary, in the week commencing 27<sup>th</sup> July 2020.

APPENDIX A

The Folly: Into the Future Project Plan

	Task	Responsibility	Objectives
1	<p><b>Create Online Exhibition</b></p> <p>Produce written text for exhibition (HDO/HC)</p> <p>Collate archival and picture research (HC/HDO)</p> <p>Design exhibition (DDO)</p> <p>Produce supporting graphics (DDO)</p> <p>Comment on draft(s) and respond to queries (HDO/HC)</p> <p>Produce final draft content and design for evaluation (DDO)</p> <p>Market testing (HDO/LAO/ volunteers)</p> <p>Finalise exhibition build and content in response to review (DDO/ WD)</p> <p>Launch exhibition online (DDO/HDO/HC)</p>	<p>Heritage Development office (HDO)</p> <p>Honorary Curator (HC)</p> <p>Digital Design Officer (DDO)</p> <p>Web Developer (WD)</p> <p>Learning and Access Officer (LAO)</p>	<ul style="list-style-type: none"> <li>• Produce new online exhibition of the History of The Folly</li> <li>• Increase traffic to The Folly website: Aim for 500 unique visitors/ 30 days after exhibition launch</li> <li>• Increase average duration of visit from current average 3m 7s</li> <li>• Decrease bounce rate to 35%</li> <li>• Encourage more people to visit the Museum in person</li> </ul>
2	<p><b>Create Educational Resources</b></p> <p>Liaison meetings with Teachers' Forum (HDO/LAO)</p> <p>Produce supplementary materials e.g. artefact photography for resources (HDO/HC)</p> <p>Draft education resources (LAO)</p> <p>Circulate and comment on draft(s) and respond to queries (HDO/LAO/HC)</p> <p>Design resource packs and create supplementary artwork (DDO)</p> <p>Test drafts resources with Teachers' Forum (LAO)</p> <p>Finalise resource packs (LAO)</p>	<p>HDO</p> <p>LAO</p> <p>HC</p> <p>DDO</p>	<ul style="list-style-type: none"> <li>• Create resource packs</li> <li>• Develop relationships with local schools</li> <li>• Increase traffic to The Folly website</li> <li>• Encourage more families to visit the museum</li> <li>• Begin hosting teacher led school visits in 2021</li> </ul>

	<p>Integrate resource packs and feedback forms on website (HDO/DDO)</p> <p>Launch resource packs online (HDO)</p> <p>Recruit volunteers for education activities (HDO)</p> <p>Deliver volunteer training (LAO)</p> <p>Submit volunteer details for DBS checks (HDO)</p>		
3	<p><b>Improve marketing</b></p> <p>Develop project communication plan (complete)</p> <p>Produce press release on receipt of grant (complete)</p> <p>Social media updates about project progress (HDO)</p> <p>Update The Folly Website including redesign of navigation and move content from old website. (WD/HDO/HC)</p> <p>Produce supplementary artwork and graphics for The Folly website (DDO)</p> <p>Produce revised public programme for 2020 (HDO/Ops)</p> <p>Produce new images for marketing (Ops)</p> <p>Press release launch of exhibition (HDO)</p> <p>Press release launch of educational resources (HDO/LAO)</p> <p>Local media interviews (HDO/ HC/ Ops)</p>	<p>HDO</p> <p>HC</p> <p>Operations Manager (Ops)</p> <p>LAO</p> <p>WD</p> <p>DDO</p>	<ul style="list-style-type: none"> <li>• Increase traffic to The Folly website</li> <li>• Increase number of followers on Facebook and Twitter</li> <li>• Increase visitor numbers to the museum once we reopen</li> <li>• Increase retail/admission spend</li> <li>• Increase audience feedback</li> <li>• Increase our search engine rankings</li> </ul>
4	<p><b>Impact assessment</b></p> <p>Devise evaluation criteria and schedule (HDO/HC)</p> <p>Conduct interviews with teachers (HDO/HC)</p> <p>Collect and analyse online/visitor feedback (HDO)</p> <p>Review numbers of visitors against 2019/2020 figures and number of school visits (HDO/HC)</p> <p>Review retail and admissions income (BK)</p> <p>Review website analytics (HDO)</p>	<p>HDO</p> <p>HC</p> <p>Bookkeeper (BK)</p>	<ul style="list-style-type: none"> <li>• Clear and informative data collected to measure effectiveness of the project and influence future programme</li> </ul>

	Archive online exhibition and learning resources on NCBPT server and cloud storage (HDO/HC)		
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## **APPENDIX B**

### **Prescribed Activities to be delivered by Digital Design Officer**

1. Design the new online exhibition
2. Produce supporting artwork and graphics for the exhibition and website, in line with existing artwork
3. Design and produce supplementary artwork for learning resources, in consultation with the Learning and Access officer
4. Respond to feedback on these from the Heritage Development Officer and the Honorary Curator

### **Prescribed Activities to be delivered by Web Developer**

1. Build the new online exhibition
2. Redesign The Folly Website's navigation
3. Move content from the old website (<http://www.ncbpt.org.uk/folly/>) to the new website
4. Make other changes as suggested by the Web Developer, Heritage Development Officer and Honorary Curator