

**JOB DESCRIPTION AND PERSON
SPECIFICATION**

Head of Public Engagement



Job title	Head of Public Engagement
Contract type	4 days per week, for one year initially
Salary	£30,000 pro rata (salary for 4 days per week of £24,000) plus matched 5% pension contribution
Job purpose	To scope, design and deliver a public engagement strategy
Location	London-based team
Deadline for applications	2 December 2018
Interviews expected	w/c 10 December

BACKGROUND

The Migration Museum Project (www.migrationmuseum.org) produces inspiring exhibitions and runs events, education, community and public engagement programmes to shine a light on the many ways that migration to and from Britain across the ages has shaped who we are. We are currently based at a temporary venue in Lambeth until at least September 2019 as we work to create a permanent national Migration Museum in London.

Internal and external evaluation of our organisation by British Future has concluded that it is important for us to strategically increase our reach beyond our current 'core' audience (refugees and migrants, and young, diverse 'migration liberals'), with a particular focus on what British Future defines as the 'persuadable anxious middle'¹, in order to contribute to a more reasoned conversation about migration through increasing public understanding and appreciation of Britain's migration history.

We are seeking a Head of Public Engagement to scope, design and work with our existing team and partners to deliver a public engagement strategy over one year initially, with potential for a second year depending on performance and resources. This strategy will inform and become embedded into the core of our organisation and our future activities, enlarging our capacity and magnifying our existing skills and partnerships in order to reach new audiences with new messages about migration to and from the UK. This role will be primarily based in and focused on London, but with the aim to influence national policy and practice.

¹ For more detailed explanations of British Future's terminology and methodology, see [Katwala S, Ballinger S and Rhodes M \(2014\) *How to Talk About Immigration*](#)

JOB DESCRIPTION

Working alongside our existing team and with a range of partners, our Head of Public Engagement will:

- Conduct a thorough scoping and mapping of our current community and public engagement activities and audience reach to identify gaps and opportunities.
- Work with key advisers and partners to identify a list of at least 50 target groups and organisations that can help us to engage more actively with audiences outside of our current 'core' cohort, in particular the persuadable 'anxious middle'.
- Carry out consultation with at least 15 of these target organisations by the end of the first quarter.
- Based on consultation and scoping findings, design a targeted strategy to engage with audiences outside of our current 'core' cohorts by the start of the second quarter.
- Working collaboratively, be responsible for implementing this strategy. Specific details to be determined in the consultation phase, but likely to include:
 - Develop at least 20 partnerships with organisations such as libraries, Idea Stores, tenants' and residents' organisations, sports clubs and associations, and other community and voluntary organisations.
 - With support from our Head of Learning and Partnerships, co-design and co-deliver workshops and activities for these target organisation groups, and activities that bring these groups together with 'migrant' groups' (migrant and refugee groups, ESOL groups) through conversations, learning and 'making' with a focus on sharing personal stories and family histories, in order to improve understanding and reduce prejudice and between groups.
 - Scope and plan in-school workshops to reach the parents and guardians of the primary school pupils that our education programme reaches, with support

from our Head of Learning and Partnerships and Education Officer and the schools.

- Seek and manage partnerships and opportunities to take our cultural outputs beyond the four walls of our museum into the public realm – e.g. through exhibitions, events and workshops held in public spaces (e.g. train stations) and privately-owned public spaces (e.g. shopping centres, sports venues etc).
- Build on existing partnerships with public and private organisations to reach new audiences who may not otherwise directly engage with or feel that migration themes are relevant to them.
- Work with our Head of Communications to develop impactful public engagement and information campaigns, delivered in collaboration with content partners via advertising, marketing, digital and editorial outreach, in order to reach new audiences, influence the public conversation and help to shift the narrative around migration.
- With support from British Future, design and implement ongoing internal evaluation of our public engagement work. Engage British Future to conduct a comprehensive external evaluation of our public engagement programme to ensure maximum effectiveness, which will inform its future development.

PERSON SPECIFICATION

It is essential that our Head of Public Engagement understands both the challenges and opportunities of working with a small but highly skilled and motivated team working towards an ambitious goal, and is able not only to work at a strategic level, but also personally to develop and deliver the varied activities of a public engagement strategy.

Essential

- Experience of developing multi-stakeholder partnerships and working successfully with a range of public, private and community organisations.
- Strong strategic planning and organisational skills – ability to plan, deliver and prioritise in order to meet short, medium and long term goals.
- Experience in direct delivery and/or coordination of workshops, activities and campaigns that directly engage members of the public in conversations about sensitive or controversial topics.
- Experience in event management, including ability to devise and deliver events independently and support on whole-organization events.
- Ability to build strong working relationships with people from all backgrounds; tactful and diplomatic.
- A proven ability to engage members of the public and organisations in conversations about sensitive or controversial topics through a range of media.
- Self-sufficient and flexible, with ability to develop and manage own timetable and work with multiple colleagues and stakeholders to deliver measurable impact.
- Evaluation and research experience.

Desirable

- Knowledge of UK migration and integration debates, attitudes and context.
- Existing contacts at target organisations in London and surrounding areas that can be leveraged for the purposes of this role.

General Attributes

- Commitment to diversity and inclusion.

- An ability to travel and work in a variety of locations, predominantly within London, with some travel outside of London.

To apply for this position, please e-mail a copy of your CV and a covering letter, of no more than 500 words, to the project director, Sophie Henderson: sophie@migrationmuseum.org

Shortlisted applicants will be invited to interview and asked to give a short presentation about their vision for our public engagement strategy.

If you have any questions about the role, please contact info@migrationmuseum.org