



## Kent County Council

### Job Description: Art & Communications Manager

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<b>Directorate:</b>	Growth, Environment and Transport
<b>Unit/Section</b>	Kent Downs Area of Outstanding Natural Beauty – Darent Valley Landscape Partnership Scheme
<b>Grade:</b>	KR9
<b>Responsible to:</b>	Kent Downs Area of Outstanding Natural Beauty (AONB) Darent Valley Landscape Partnership Scheme Manager.

#### Job Purpose:

To collaboratively manage, animate and coordinate the delivery of the Inspiring Darent Valley Theme of the Heritage Funded Darent Valley Landscape Partnership Scheme and communicate its work to its targeted audience.

#### Background:

Inspiring Darent Valley is a unique, innovative and exciting element of the DVLPS primarily financed through the Heritage Fund but with an ambition to secure Arts Council England Grants for the Arts funding. It is a cultural response to the inspiration of the Victorian landscape artist Samuel Palmer.

The aim of the theme is to integrate the inspiration provided by Palmer and bring landscape heritage and the arts together to engage people to understand, experience, celebrate and value the natural and cultural heritage of the Darent Valley landscapes. The programme includes arts commissions a wide, integrated participation programme and the ambition to secure Arts Council funding.

The Darent Valley Landscape Partnership Scheme has wide support from both arts based and natural heritage organisations across in the area.

#### Main areas of focus:

- Commissioning of works of art - delivering an inspiring enduring and far reaching celebration of Darent Valley landscape.
- Participation and learning - focusing on people, stories and communities - collating and disseminating information with the aim of capturing the contemporary and historic significance of the Darent Valley landscape.
- Co-ordinate the promotion of the work of the Darent Valley Landscape Partnership, developing clear and concise messages, to share across all the scheme's communications channels, print, social media and web.
- Preparation and development of a major exhibition with the working title of "Samuel Palmer's Return" ahead of delivery towards the end of the scheme.
- Development and preparation of an Arts Council England bid for funding to support the art and culture elements of the DVLPS work.

### **Accountabilities:**

1. Your job is to deliver and encourage participation in the Inspiring Darent Valley theme of the DVLPS and the other art related projects within other themes in the scheme. You will work within the agreed timeframe ensuring that the project targets are met as described in the Landscape Conservation Action Plan, by the Partnership Board and the funding partners.
2. Actively promote DVLPS to ensure wide participation and engagement.
3. To assist in the management of the project budgets within the Inspiring Darent Valley theme and help ensure that the financial requirements of Kent County Council, Arts Council England (ACE), The National Lottery Heritage Fund (NLHF) and any other funders are met.
4. Contribute project reports for financial claims to NLHF, ACE and other funding partners to do this you will be supported by the DVLPS Finance & Reporting Officer and DVLPS Manager.
5. To work with the artists to ensure arts commissions are delivered successfully.
6. Support the DVLPS Manager and Partnership Board to secure a legacy for the scheme.

### **Key Responsibilities:**

You will lead on key projects exciting and ground-breaking scheme to secure a lasting and extraordinary celebration of the Darent Valley Landscape in Kent, as a cultural response to inspiration of the Victorian landscape artist Samuel Palmer. Through the DVLPS, more people will have learned about the heritage of the Darent Valley and will have shared their inspiration; through exciting engagement, opportunities and training events, digital media and links and through arts commissions the awareness of Samuel Palmer and the Darent Valley landscape will have reached a far wider audience and its significance will be more fully understood.

To help achieve these ambitious objectives you will.

1. Work effectively with and for DVLPS Partnership Board. Providing support for the group and gaining helpful insight, expertise, contacts and networks from this influential group.
2. Develop efficient and accessible mechanisms for collecting and presenting information and art related to the landscape of the Darent Valley. This will involve working with art institutions and partners with DVLPS such as the Ashmolean and V&A Museums to develop shared 'web space' for artwork as well as preparation for an end of scheme exhibition of some of Palmer's works of the valley alongside contemporary artworks. You will utilise the scheme's new website, as well as free social media resources such as Flickr, YouTube, Facebook, Instagram and Twitter.
3. Be energetic in publicising the project through TV, radio, newspaper and online media – our aim being to celebrate the Darent Valley landscape and engage many people in the project.
4. With other DVLPS officers, collaboratively devise, develop and deliver a series of exciting and engaging events and activities to celebrate the heritage value of the

Darent Valley landscape, the risks to the heritage and its association with Samuel Palmer.

5. With other DVLPS officers, collaboratively organise training events covering landscape art, volunteer engagement, photography and recording, oral history, social media use etc. for volunteers and scheme participants.
6. Collaboratively develop with other DVLPS officers promotional/interpretive materials in hard copy, through partner publications and through web space.
7. Co-ordinate information-gathering examining the importance of Samuel Palmer to the landscape and the cultural heritage of the Darent Valley to inform the whole scheme and the arts commissions.
8. Work with the various artists involved in the scheme and the DVLPS Partnership Board to develop and deliver creative artworks celebrating the Darent Valley landscape and integrate this with the rest of the DVLPS to benefit new audiences with new ways to reach people.
9. Ensure health and safety and equality standards are met and exceeded for this project.

**This post is a fixed term contract to the end of the Darent Valley Landscape Partnership Scheme**

**You will be based with a small friendly team in a beautiful converted barn in the heart of Palmer Country in Shoreham in the countryside near Sevenoaks.**

**As a member of the Kent Downs AONB Unit you will be employed through Kent County Council and benefit from KCC pay scales and conditions.**



## Kent County Council

### Person Specification: Art and Communications Manager

The following outlines the criteria for this post. Applicants who have a disability and who meet the criteria will be shortlisted.

Applicants should describe in their application how they meet these criteria.

	<b>CRITERIA</b>
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>• Qualified to degree level (or equivalent) in an appropriate discipline, or sufficient relevant experience demonstrated.</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Experience of generating publicity for people engagement</li> <li>• Working within budgets and report writing</li> <li>• Generating crowd sourced/ social media data and information or similar approaches to gain engagement and information</li> <li>• Organising successful engaging events and engaging people from a wide variety of backgrounds around a project</li> <li>• Experience of using social media and the digital space to secure project objectives</li> <li>• Experience of commissioning effectively to achieve project outputs and outcomes</li> <li>• Arts or environmental project commissioning and delivery or other, transferable, experience</li> </ul>
<b>SKILLS AND ABILITIES</b>	<ul style="list-style-type: none"> <li>• Proven project management including financial management</li> <li>• An accomplished communicator, presenter, negotiator and motivator</li> <li>• Working understanding of Health &amp; Safety and equalities and the willingness to go beyond 'tick box' equality engagement.</li> <li>• Computer literacy and competent use of main software packages, familiarity with social media and willingness to try new as well as established ways of engaging</li> <li>• Ability to work with engage and enthuse a wide variety of stakeholders</li> <li>• Ability to identify potential funding sources</li> </ul>
<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• Knowledge of landscape heritage in the UK context and/ or arts commissioning</li> <li>• Knowledge of training and interpretation techniques that can be used to inspire and generate volunteer activity</li> <li>• Knowledge of social media</li> <li>• Knowledge of HLF and or Arts funding requirements or similar</li> </ul>

<b>PERSONAL QUALITIES</b>	<ul style="list-style-type: none"> <li>• A self-starter with high motivation and ability to inspire and enthuse others around an idea</li> <li>• Ability to work independently and develop partnership working</li> <li>• Innovative and open approach</li> <li>• An open attitude to working with a wide range of individuals and organisations and a willingness and ability to develop new partnerships.</li> <li>• A 'can do' approach to work, and willingness to take the lead but with the diplomatic skill to understand when not to</li> <li>• Forward thinking with the qualities to develop a sustainable long-term project</li> </ul>
<b>VALUES</b>	<ul style="list-style-type: none"> <li>• Be open</li> <li>• Invite contribution and challenge</li> <li>• Be Accountable</li> </ul>