

# Candidate Pack

## Formal Learning Producer

Full Time, 40 hrs per week  
Permanent Contract





# Introduction

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The Wallace Collection is an internationally outstanding collection which contains unsurpassed masterpieces of paintings, sculpture, furniture, arms and armour and porcelain. Built over the 18th and 19th centuries by the Marquesses of Hertford and Sir Richard Wallace, it is one of the finest and most celebrated collections in the world. So that it could be kept together and enjoyed by generations of visitors, the collection was given to the British Nation in 1897 and opened to the public in June 1900. It was an astonishing bequest and one of the greatest gifts of art works ever to be transferred into public ownership. The museum is internationally famous for its collection of French 18th-century art, Arms and Armour and for its Old Master paintings.

The museum is managed by the Director Dr Xavier Bray, who reports to a board of Trustees appointed by the Prime Minister, and is financed by a combination of grant-in-aid from central government and self-generated income.

We aim to engage with and diversify our audience and, before the pandemic, we attracted over 450,000 visitors a year to the museum.



# Our priorities

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The Collection is committed to providing access to as wide a public as possible and to helping visitors engage with this diversity. Our goal is to create a place of understanding, cultural pluralism, curiosity and learning. To do this, we plan to create a world-class visitor experience for all ages which stimulates engagement with our collection through a new programme of exhibitions, major gallery refurbishments and an enhanced and expanded digital presence.

Our strategic priorities are to:

- To maintain, research and preserve the Collection for future generations;
- To broaden and deepen visitor engagement, connecting with audiences onsite and digitally;
- To build and support a strong exhibition programme;
- To lay a strong financial foundation for the future;
- To embark upon a Masterplan programme to transform the museum.



# Digital and Audiences at the Wallace Collection

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The Digital and Audiences Department has three key aims:

- To develop an engaging and inclusive Learning programme, ensuring that all audiences (both in person and online) maximise their engagement with the Collection in the most meaningful and relevant ways to the individual;
- To constantly evolve and advance the Collection's digital presence and infrastructure to ensure efficient operations, to allow the museum to communicate effectively online, to better understand its audience and to expand its digital reach.
- To enact dynamic and effective marketing and PR strategies to maximise engagement across social and web channels, print and out-of-home media. We champion audience development, promote exhibitions and drive footfall to the museum.

The Digital and Audiences Department enables people of all ages to develop a greater understanding and enjoyment of art. Through a wide range of opportunities that combine discussion, observation and creative activities, learning programmes aim to inspire primary and secondary students and teachers, children and their families, adults and young people, and our diverse communities. The department also delivers accessible events for children and adults with SEND, and for D/deaf and visually-impaired people. Its extensive outreach programmes connect with older people living in residential care as well as children and adults in long-term hospital care. And its growing range of downloadable resources support self-directed learning in the classroom and at home.

The Department also undertakes effective management of the Collection's digital systems including its CRM, website and CMS, ticketing system and participation in the global Bloomberg Connects app for smartphones, enabling the Collection to maximise its digital potential and its engagement with audiences online.

We also present the Collection to the world and aim to increase and sustain audience engagement, encouraging new and repeat, and real and virtual visitors. We achieve this through a broad spectrum of marketing, press/PR activity and targeted campaigns. We support the Collection's revenue streams including exhibitions, retail and events.



## Role summary

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The Formal Learning Producer's role is to produce creative learning programmes for primary and secondary students and teachers. This includes the development of programme content and overseeing programme implementation digitally and onsite.

This role reports to the Head of Digital and Audiences, and oversees the management of the Formal Learning Coordinator.



# Role description

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## General

- Responsible for the successful delivery of the Collection's programme for primary and secondary schools and teachers, ensuring that it is of the highest quality and that audience learning objectives and internal KPIs are achieved.
- Provide effective and motivational line management to the Formal Learning Coordinator, setting Performance Plans and supporting individual professional development.
- With the Head of Digital and Audiences, set strategic direction for the Collection's engagement with formal learning audiences, adapting programmes to their shifting needs and factors affecting the education sector.
- Produce inspiring learning content to engage primary and secondary students with the Collection, ensuring clear curriculum links and robust learning pedagogy.
- With the John Lyon's Charity SEND Producer, ensure the successful delivery of inspiring learning content to engage primary and secondary students with SEND.
- Produce high-quality, self-directed learning materials for students and teachers to explore the Collection online and in class without direct intervention.
- Ensure the Collection builds strong formal learning networks and partnerships to develop and enhance programme content and participation in our programmes.
- Produce and deliver CPD sessions and resources for teachers, engaging with external partners to enhance content and delivery.
- Ensure effective programme reporting, coordinating reports to funders and overseeing effective administration, data recording, and programme evaluation.
- With the Head of Digital and Audiences, set annual programme budgets and ensure effective budgetary spend and accurate record keeping.
- With Development and Communications colleagues, lead on the effective promotion of the formal learning programme through e-comms, print and other public channels.
- Ensure proactive compliance with the Collection's Safeguarding and H&S policies, including carrying out risk assessments and producing Method Statements.
- Undertake other duties as reasonably directed by the Collection; be flexible with availability outside normal working hours when required.



# Person specification

## Essential

- Experience of working in the cultural learning sector with schools and/or young people.
- Experience of working effectively with freelance educators, artists and writers to produce creative and ambitious learning programmes.
- Demonstrable knowledge of relevant learning pedagogy and best practice for engaging schools with cultural collections.
- Excellent knowledge of the national curriculum and priorities for schools and teachers.
- Experience of direct line management or supervision of junior posts.
- Experience of managing budgets and reporting on financial operations, KPIs and outputs.
- Excellent written and verbal communication; ability to communicate clearly and effectively through direct delivery of learning content.
- Highly-developed interpersonal skills with the ability to work with a wide range of individuals.
- Strong time management skills with an ability to plan effectively and manage competing priorities successfully.
- Ability to problem-solve and work on own initiative without close supervision.
- Good knowledge of administrative packages including CRMs, Microsoft Office365 and Zoom.

## Desirable

- A degree in teaching, Art History, Fine Art or a field related to the Wallace Collection is desirable but not essential; equivalent work experience is relevant.

It is anticipated that the Formal Learning Producer will take the bulk of their annual leave during school holidays, ensuring staffing cover for the programme during term time.



# Salary, benefits and working hours

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The salary for this post is between £30,000 to £33,500 per annum dependent on skills and experience.

In addition, the post-holder will receive 25 days paid annual leave plus bank holidays and 2.5 'privilege' days. Employees are also offered the following benefits:

- **Membership of an Occupational Pension Scheme**  
Alpha – a defined benefit occupational pension scheme (28.97%)  
Partnership pension account – a stakeholder pension
- **Eye Tests**
- **Occupational Health Service**
- **Annual Flu Jab**
- **Employee Assistance Programme**  
Services available 24/7 and 365 days per year to all employees  
Free therapy service of up to six sessions per issue, per year (each session lasts 45-50 minutes)
- **First Aiders**
- **Access to Mental Health First Aiders**
- **Parental Leave**
- **Training and Development Opportunities**

For this post, the normal working week is a five-day week, Monday to Friday. The normal working day will be 09.00 to 17.00. However, flexibility will be required to work outside of normal working hours when necessary.



# How to apply

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Please complete the Application Form, and the Equal Opportunities Monitoring Form, following the links provided on our website. Please note the equal opportunities form is used for monitoring purposes only and does not form part of the selection process. Both forms should be emailed to [recruitment@wallacecollection.org](mailto:recruitment@wallacecollection.org) by midnight **18/08/2024**. Please note late applications or applications via a CV will not be considered.

Interviews for the role will take place on week commencing, **26/08/2024**. Candidates who have been shortlisted for interview will be contacted after the closing date. Due to the large number of applications we receive, it will not be possible to contact or give feedback to candidates who have not been shortlisted for interview.

**Start date: As soon as possible**

Appointment to the role is subject to a satisfactory Basic Disclosure check. The Wallace Collection is an equal opportunities employer and welcomes applications from all sections of the community.



THE  
WALLACE  
COLLECTION

