**JOB DESCRIPTION**

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| **POST:**  | **Schools Engagement Manager** | **DEPARTMENT:** | **Marketing, Communities & Legacy** |
| **REPORTS TO:** | **Head of Education & Participation** | **DIRECT REPORTS:** | **TBC** |

**PURPOSE:**

In 2017 the eyes of the world will be on Hull as it becomes UK City of Culture. Hull is only the second city to hold the title, the first in England. Hull UK City of Culture 2017 Ltd has been established to plan and deliver 365-days of transformative culture through a range of diverse events and projects.

After the Olympics and Paralympics, Commonwealth Games and the Tour de France in Yorkshire, this will be the biggest, most high profile event the UK will be staging over the new few years.

To help make sure every child and young person in Hull has the opportunity to engage and participate in the artistic programme for 2017 we are launching an official Education Programme in October 2016.

Can you bring the 365 days of transformative culture to life for children and young people in Hull? Are you passionate about creative and cultural entitlement for children and young people?

As Schools Engagement Manager you will be an integral player in the Marketing, Communities & Legacy team. Through a purposeful and innovative education programme you will support Hull 2017 open up participation in arts and culture for all children and young people. You will also make life-changing experiences a reality by building strong relationships with schools to manage participation opportunities.

We are looking for an experienced individual, with an excellent understanding of the education landscape here in Hull. Your role within the team will have a lasting impact on the lives of all children and young people who learn here.

**RESPONSIBILITIES:**

**1 Engagement & Outreach**

* Building relationship with schools and education institutions across Hull
* Work in partnership with Cultural Learning Partners to offer an exciting programme in 2017, and to develop a sustainable model to enable ongoing participation
* Working with staff in schools to embed cultural opportunities into their teaching practice and school ethos
* Ensuring joined up coordination with schools across all our marketing, communications and online activity
* Advocate and actively promote regionally and nationally Hull 2017’s commitment to engaging all children and young people as a best practice organisation
* Champion our access-for-all objective across the work of the organisation.
* Be a leading advocate of Hull 2017’s commitment to create a best practice model for future schools in Hull, future Cities of Culture and other international events.
* Working with the programming and education team to develop an innovative education programme in schools that enable all children and young people the opportunity to participate in the Hull 2017 cultural programme
* Work with our digital team to develop new ways of engaging schools and their children, pupils and families.
* Support the production of content and resources for any printed, online, or other channels that may integral to the Education programme.
* Work closely with Audience Engagement Manager on creating a joined up approach to provision for engaging families across Hull.
* Act as a central point for the coordination and prioritisation of the education programme within the Hull 2017 artistic programme.
* Be an active member of the Marketing, Communities & Legacy team, working towards the overall vision of Hull 2017

**3**  **Monitoring & Evaluation**

* Monitor and evaluate education programme across the project
* Support the monitoring and evaluation of schools engagement.

**4 Wider Responsibilities**

* Champion and drive forward access and cultural entitlement for all children and young people here in Hull
* Proactively work towards the overall vision of Hull 2017 as a member of both the Education Programme and the wider Marketing, Communities and Legacy Team.
* Support the legacy strategy by working with schools to developing ongoing plans for cultural engagement by accessing existing and new opportunities in 2018 and beyond.

**PERSON SPECIFICATION**

**REQUIRED SKILLS & EXPERIENCE:**

* 5+ years experience of working with, or within, formal education
* Experience of developing and delivering engaging programmes, extended learning and outreach for children and young people
* Project management experience
* Excellent internal and external relationship-building skills
* Competent written and presentation skills
* Maintain positive, professional and trusting working relationships with a wide range of stakeholders
* A commitment to understand the local and national education landscape
* The ability to adapt to engage with different audiences from students and families, to teaching staff and cultural partners.

**DESIRABLE SKILLS & EXPERIENCE:**

* Knowledge and understanding of the context and characteristics of Hull and surrounding areas in terms of geographical, education, social and community landscapes.
* An active interest in and an appreciation of arts and culture.
* The ability to work outside of typical working hours.
* Experience of using digital to engage schools
* An innovative approach to planning, to meet the changing requirements of an artistic programme

**PERSONAL ATTRIBUTES:**

* Self-starter, with demonstrable motivation, commitment, focus, enthusiasm and energy to drive a programme within wider organisational goals.
* Team player with a collaborative and inspirational people-focussed style with a proven ability to engage.
* A desire to make school engagement a success for 2017
* An independent thinker with the flexibility to adapt within an organisation experiencing constant growth and change
* Ability to work under pressure and to tight deadline.
* An active interest in and appreciation of arts and culture
* Interest in contributing beyond areas of specialist responsibility