

<b>Reference Number</b>	MUL132
<b>Role Title</b>	Learning Officer II
<b>Directorate</b>	Multiple
<b>Department</b>	Multiple
<b>Reports to</b>	Cultural Development Manager

### **Role Purpose**

To plan and design a programme of learning activities and to engage the public.

The role will be based at a cultural, heritage, or nature site, focused on planning and designing a programme that increases visitor numbers and engagement, and supervising the delivery of it through other team members.

### **Accountabilities**

- Identify and plan initiatives and ways to increase engagement and public interaction, targeting a diverse demographic audience, in order to expand the impact of the cultural, heritage or nature site.
- Design and develop programmes of learning activities, workshops and resources to ensure that audiences receive appropriate and accurate information in an engaging and enjoyable manner.
- Monitor, analyse and evaluate the success of the programme of activities and engagement, and use that to improve the programme content and delivery.
- Co-ordinate the delivery of the activity programme and manage bookings, to ensure the smooth-running of the service and that customers receive a good experience.
- Monitor the allocated budget, undertaking financial administration and providing information and reports as required, so that the learning programme is delivered within budget.
- Build relationships with stakeholders and target audiences and community groups to promote the learning offer available and encourage greater engagement. This includes identifying links to curriculum and community group objectives, and ensuring the learning offer becomes an integral part of their learning journey.
- Design, co-ordinate and produce marketing and promotional campaigns and materials to raise awareness of and engagement with the learning offer.
- Recruit and develop team members and volunteers, including training team members to deliver the learning activities and programmes, and supervising their work, so that the learning and engagement programme is consistently high quality.

### **Knowledge / Skills / Experience required**

- Educated to degree level or equivalent.
- Substantial knowledge of subject areas / themes on which learning is focused.
- Knowledge of learning theory.
- Experience of planning and designing learning activities and programmes for diverse audiences.
- Experience of delivering marketing and promotional campaigns.
- Ability to plan and manage a varied workload.
- Ability to communicate clearly and effectively with a range of audiences.
- Ability to influence and engage.

### **Dimensions of role**

- This role does not have any direct management requirements, but may train and oversee the work of others.
- This role will monitor budgets, but does not directly manage any budgets.
- Planning will typically be over the forthcoming weeks and months.

### **Notes**

**Date:** 01/02/2021

Aspects of the role that have a material impact on the nature of the job, once all reasonable actions have been taken to moderate or eliminate them:

**Working Conditions:** The role will entail a variety of sitting, walking, and standing as part of delivering learning activities to groups.

Activities may be delivered outside, meaning some exposure to the weather, though activities may not go ahead in bad weather

**Working Arrangements:** No specified working arrangements outside of a normal working pattern.