

LIVERPOOL IRISH FESTIVAL

CITIZEN RESEARCH GROUP LEAD FACILITATOR

Area: Creative delivery arising from research and development group

Fee: These fees have been resourced from a **National Lottery Heritage Fund** grant award. The fee is broken down as follows: £6,250 per *Citizen Research Group* lead facilitator.

We require a basic input of:

The project calls for the delivery of no less than 30 ½ day workshops (15 days) + 10 make-and-evaluate days. This totals 25 days at £200 each = £5,000, delivered between Nov 2023 and July 2024 (some negotiation may be possible).

In addition, there is a residual £1,1250 per artist to spend on either more days or additional materials, depending on the art work to be created. This will be approved in advance with the History Research Group Lead or Artistic Director and CEO.

The *Citizen Research Group* Lead Facilitator will hold a purse for all project materials, volunteer travel and refreshments, which will be balanced and returned to the Artistic Director and CEO, in full, at the end of the project.

There is some funding available for community space hire, if this is required. This will be negotiated with the Festival, if needed.

Contract Type: Freelance fixed term contract

Responsible to: *History Research Group* Lead,

John Maguire.

OVERVIEW

Liverpool Irish Festival seek four *Citizen Research Group* lead facilitators to head up an exciting new project. Over the coming years, **Liverpool Irish Festival**, alongside our city and community partners, is undertaking the revitalisation of the historic *Liverpool Irish Famine Trail*. The Trail will be restored with the involvement of local communities, providing an invigorated cultural asset for the city, and creating new roles and creative commissions in the process.

You can see the progress we have made by visiting www.LiverpoolIrishFamineTrail.com where there is information on the seven plaque sites and memorial site, as well as the remaining sites of Irish influence that make up the *Liverpool Irish Famine Trail*. This is the second part of a long-term project, so we are already working with a very committed, well-skilled *History Research Group* and their Lead, John Maguire, who is also Director of **ArtsGroupie CIC**.

The *Citizen Research Group* lead facilitators will work with the **Liverpool Irish Festival's** Artistic Director and CEO (Emma Smith) and John, to recruit and lead a team of 'citizen researchers' from pre-identified communities. These volunteers (hopefully c.5-10 per group) will work with you to create two visual art works that help us to tell the story of one of our seven *Liverpool Irish Famine Trail* plaque sites and our *Irish Famine Memorial*. We are not prescriptive about what these art works will be, but they could involve a recorded theatre or dance piece, animation, tapestry, collage, painting, sculpture, film or other visual work that we can display in an app and online -and in life, if the opportunity presents itself.

We will team you with a *History Research Group* representative who can bring you up to speed on the research so far. You will then lead your group to find out more information and determine a plan for what you want to make with them and how that process will work. Your group will have picked your application from the submissions. The groups are affiliated with:

- *Docklands Trail*
- *Liverpool Central Library*
- *The Spider Project*
- *Wirral Libraries*

The successful candidates will work closely with their team of volunteers to document the process and assist with a project long social media campaign that helps to communicate findings, developments and process to the Festival's audience.

Whilst a relevant BA Degree or content creation and delivery experience is desirable, it is not essential. What we require is someone keen to learn, support our charitable aims and transfer skills to develop creative content that communicates our programme, grows audience and builds our artistic reputation. Similarly, arts and/or culture sector experience are beneficial, but not critical. Previous experience in leading a research project and handling volunteers is not essential, but would be beneficial. Applicants are asked to review our [Artistic Policy](#) for details on our ethos, methodology and aims.

HISTORY RESEARCH LEAD FACILITATOR: RESPONSIBILITIES

Reporting directly to the *History Research Group* Lead, working against a pre-drawn activity plan, the *Citizen Research Group* lead facilitators will be responsible for collating previous research with the group's findings, whilst engaging in new research relating to the Irish Famine and its impact on the city of Liverpool.

Your creative flair is what we are looking for, but accessing our archive, reporting on your sessions and digitising research will be a key part of the job, along with managing the volunteer team assigned to you. You will coordinate travel expenses and refreshments for your volunteer team, therefore rudimentary financial planning and accountability will be required.

The goal is to help us to develop a cohesive *Liverpool Irish Famine Trail* story, told using community voices. The idea is that whatever art works you produce with your group, they will be uploaded in to a digital app, that people will access when taking the Trail or looking for information about it.

You will be expected to work with the Festival to generate interest in the project locally and internationally. You will agree outcomes with the *History Research Group* Lead (who is line-managed by the Festival's Artistic Director and CEO) in order to lead your group, align the work with the rest of the project and ensure the project remains on target. As well as overseeing the group's research and a creative output, you will conduct a participant audit (provided) and produce a handover report - including digitised images- to build usable assets for the Trail.

YOU WILL WORK WITH THE *HISTORY RESEARCH GROUP* AND *CITIZEN RESEARCH GROUP*STO

- develop a creative idea to work on with your *Citizen Research Group*
- establish a realistic target for reach using our platforms
- coordinate a comms campaign with the Festival
- create a dynamic/engaging public campaign that raises awareness for the work including web content and social media coverage
- foster positive relationships with volunteers
- pitch achievable creative ideas to the Festival to improve the work on the Trail
- develop digital content and opportunities, using our brand voice, imagery and messages
- set, manage and attain content goals
- set up reporting mechanisms for the Trail programme
- write copy and develop content for the Festival website and the project as required
- play an active part in ensuring environmental sustainability and promote carbon reduction initiatives wherever possible.

YOU WILL WORK ALONE TO

- research, identify, recommend and generate creative ideas, stories and content

- generate and upload exciting and engaging digital content to Festival platforms
- proactively initiate creative outputs, web content and social media posts
- coordinate aspects of reporting alongside campaigns
- manage project workflow and oversee day to day milestones
- where relevant, record and track event/audience/prospect data and information, including budget information, registration lists and campaign results
- identify networks that may attract connections and reach
- complete day-to-day administration
- help ensure the smooth operation of the office and other duties as assigned
- have an awareness of, and comply with, rules and legislation pertaining to Health and Safety at work and to adhere to the procedures as set out in the Festival's [Policy Pack](#)
- adhere to other guidelines, procedures and policies provided by the Festival.

The role is based in Liverpool and is designed primarily for home working, though in-person meetings will be required. It is possible the role may require you to travel outside Liverpool (with travel costs arranged via the Festival). This will be in liaison with the postholder and wholly in relation to the post, training for the post or fundraising efforts.

SPECIFICATION FOR CITIZEN RESEARCH GROUP LEAD FACILITATOR

ESSENTIAL

- Ability to work well in one-to-one and team environments to promote creative and charity initiatives
- Ability to prioritise and manage multiple milestones efficiently
- Ability to embody and advocate the Festival's mission, vision and values
- Ability to interpret a brief, incorporating brand assets, tone and needs
- Knowledge on making content appropriate for the platform on which it is sited
- Professional written and interpersonal skills are essential for communicating with volunteers and the public
- Strong computer and English literacy skills, especially around SEO and writing for the web
- An interest in fundraising for an arts and culture charity
- A creative thinker with a will to test and pursue ideas, with high-quality control settings
- A person who can sustain their energy for creating content, taking in to account political sensitivities and charity position
- Confidence in testing new systems and ideas to create interesting and relevant content
- Horizon scanner, keen to adopt new technology without losing existing audiences
- Ability to work from home (e.g., had access to internet and Office conversant packages) and to work occasional (planned) evenings and weekends. *

* The *Liverpool Irish Festival* maintains an office in *Baltic Creative CIC*, which may be accessible if needed. However, computers are limited and -whilst this is a freelance position- IT is not available.

DESIRABLE

- 1-3 years of experience working in project management
- Experience working with marketing and social media campaigns
- Strong interpersonal skills, with a good sense of accountability, strong dependability, and impeccable integrity. This person will need to be able to show outward good humour when the chips are down
- Someone with independent thinking, who is self-motivated to ask questions to minimise procrastination and challenge inaction

- Someone who is emotionally intelligent and self-aware, with the ability to ask for/receive and offer assistance or recommendation, when and where needed
- Experience or knowledge of GDPR, SEO and handling community news updates (e.g., donor thank yous, newsletter content, etc.)
- Commitment to social justice, equality of opportunity and intersectional positivity
- Ability to generate interest in the project
- Ability to communicate complex and emotive topics to different audiences through a range of data, written and verbal methods
- Competency with information architecture and user experience best practices
- Experience working with a diverse team and promoting a positive brand image
- develop reporting to provide accurate forecasts and indications of campaign success/failure
- proof-reading ability.

This job description and specification should not be taken as an exhaustive description of the role. Rather, it is indicative of the types of responsibility covered by this job. **Liverpool Irish Festival** reserves the right to make reasonable changes, as necessary, commensurate with the nature of the post held and to review the job description annually or as required.

The project and commissions are funded by the **National Lottery Heritage Fund**.

