**United Synagogue  
Willesden Jewish Cemetery “House of Life”**

## Recruitment for HLF-funded heritage project at Willesden Cemetery 2018-21

## Activities and Volunteer Manager, “House of Life”

**Background**

The United Synagogue (US), the UK’s largest synagogue body, is delivering a three-year conservation and community engagement project at its Victorian cemetery in the London Borough of Brent, supported by a Heritage Lottery Fund grant.

**The Project**

Willesden Jewish Cemetery is London’s pre-eminent Victorian Jewish cemetery, the only Jewish cemetery in England to be Registered as a Park or Garden of Special Historic Interest. It is an active burial ground, but largely unknown outside the Jewish community.

The US is working to open Willesden Cemetery as a public heritage site, for people of all backgrounds to visit, learn, contribute and value it as an important part of shared British and Jewish heritage. It has hundreds of memorials to some of the most notable individuals from the community’s history as well as thousands of ordinary people.

The “House of Life” project will make the 150-year history of the cemetery accessible to the public for the first time and develop audiences. It will create opportunities for people to engage with Willesden’s heritage, benefit from volunteering and training opportunities, and take part in outreach, guided walks, exhibitions, events and open days.

The project will refurbish and re-purpose historic buildings for heritage visiting; green the landscape, improve bio-diversity and conserve monuments. New interpretation of the cemetery’s stories will be introduced. A multi-faceted Activities programme will be delivered and evaluated.

The “House of Life” project has four strands:

1. To repair and upgrade the fabric of historic buildings, green the landscape and conserve graves, making the site safe and accessible to the public for years to come.

2. To refurbish and adapt The Lodge, Prayer Hall, Portico and former Mortuary into multi-purpose visitor welcome, interpretation and learning spaces. Interpretive media will explain the heritage of the site, histories of the British Jewish community, the lives of people buried there and Jewish burial custom.

3. Enable greater public access, engage with and inspire a wide range of people, including existing and new visitors, Jewish and non-Jewish, through guided tours, self-guided trails, exhibitions, formal and informal learning, events, volunteering and outreach.

4. Secure a sustainable future for the cemetery as a visitor destination as well as permanent Jewish burial ground, with a shift to significant volunteer involvement and partnership working.

**Requirements of all roles**

A successful candidate will:

* Be committed to the aims of the United Synagogue and act as an ambassador for it.
* Comply with policies and procedures of the United Synagogue.
* Maintain high levels of discretion and confidentiality at all times.
* Hold a valid and current enhanced Disclosure and Barring Service (DBS) certificate that is satisfactory to the United Synagogue.

This role description is not prescriptive; it outlines key tasks and responsibilities which are subject to change. Any changes will be made in consultation with the post holder.

**JOB TITLE: Activities and Volunteer Manager, “House of Life”, Willesden Cemetery**

**WORKING HOURS:** Full-time, 35 hours a week. Fixed term until April 2021. 6-month probationary period. Sunday is considered a working day, with up to 25 Sundays in a year expected to be worked on site, with Saturday and another day free in those weeks.

**LOCATION:** Willesden Cemetery, London NW10 2JE.

**SALARY:** £36,000 per annum. This role is supported by a grant from the Heritage Lottery Fund.

**BENEFITS:** 20 days’ holiday, plus statutory Bank Holidays & Jewish festivals when they fall on your normal working day.

Auto-Enrolment Pension

**MAIN PURPOSE OF JOB**

The Activities and Volunteer Manager will deliver the Round 2 HLF “House of Life” Activity Plan and Interpretation Plan at Willesden Cemetery. They will be responsible for developing and delivering activities for the “House of Life” including volunteering, learning, events, outreach and heritage interpretation. They will set up and run a volunteering programme, create a great visitor welcome, develop audiences, build partnerships and engage diverse communities in a varied programme of events, activities and exhibitions.

##### POSITION IN ORGANISATION

Reports to the Project Manager, “House of Life”. The Activities and Volunteer Manager will play a key role in a small team that also includes a Project Leader, Capital Works Manager and an Administrator/Volunteer Coordinator. They will work closely with volunteers and consultants as well as other departments including US Burial staff.

##### SCOPE OF JOB

This is a role for a professional who can apply their Activity Plan delivery and management experience to this pioneering programme for a wide range of new visitors to Willesden Cemetery.

They will coordinate delivery of formal and informal learning, new heritage interpretation, community engagement and outreach, events and exhibitions, working with consultants, staff colleagues, partners and volunteers.

They will be responsible for recruiting, developing and retaining volunteers, managing consultants, establishing strong partnerships with other organisations, building awareness and demand for visiting, and fostering good relationships with key stakeholders and heritage visitors from a wide range of backgrounds.

The Activities and Volunteer Manager will successfully translate the Activity Plan and Interpretation Plan into action and make a significant contribution to setting up heritage activities to continue beyond the end of the project in 2021.

##### DUTIES & RESPONSIBILITIES

OVERALL

##### Deliver the programme of planned projects as set out in the Activity Plan and Interpretation Plan to scope, time and budget.

* Coordinate effective and efficient project delivery by third party consultants, suppliers and partners engaged under the Activity and Interpretation plans.
* Collaborate with staff colleagues, consultants and volunteers to ensure that all work is cross-referenced, and that Activities work takes into account the requirements of Capital Works and Maintenance and vice versa, including time constraints and technical or financial scope.
* Project manage the recruitment of those third party suppliers whose contract values are below the required HLF threshold of recruitment by tender.
* Issue instructions to third parties and monitor their performance according to the terms of their contracts.

ACTIVITIES DELIVERY

* Coordinate the development and delivery of Interpretation by third-party consultants, suppliers and volunteers, following the Activity and Interpretation plans and further to any agreed updated proposals by the appointed Interpretation and Design Consultants.
* Coordinate the development and delivery of Activity Plan Formal Learning plans by consultants, partners, volunteers and third parties including schools visits, study days, digital resources, outreach, familiarisation for teachers and special projects.
* Coordinate the development and delivery of Informal Learning and Community Engagement as set out in the plans, by staff and volunteers with the guidance of consultants, including guided walks, a writing festival, flagship and temporary exhibitions, open days, community outreach, walks for health, genealogy events, connections with other cemeteries and creative drawing.
* Contribute to the development of an Evaluation Strategy by an evaluation consultant, and to ongoing monitoring and assessment of the project’s success including risk assessment and lessons learned.

VOLUNTEERING & TRAINING

* Develop and deliver a Volunteering scheme for the House of Life as set out in the Activity Plan and which follows best practice for heritage volunteering.
* Write a volunteering strategy for US approval, create policies, role descriptions, adverts and promotional materials. Write content for, and oversee delivery of, a professionally designed and produced Volunteer Handbook.
* Run volunteer recruitment, write and place advertising, set up teams, appoint team leaders.
* Plan, set up and manage volunteer training programmes and ensure volunteers are equipped with appropriate training for their roles.
* Develop and put in place detailed plans for how volunteers will contribute to the successful delivery of Activity Plan outcomes. Manage volunteers’ tasks and output, set standards, oversee resourcing of their activity, and ensure volunteer involvement at Willesden Cemetery is sustainable.
* Work with the Administrator/Volunteer Coordinator to support the logistical and administrative needs of volunteers contributing to the project.

AUDIENCE DEVELOPMENT & MARKETING

* Develop and run activities to contribute to audience development, helping to grow visitor numbers from audiences across Jewish community, local, London and international target groups as outlined in the Activity Plan.
* Develop partnerships with schools, Jewish community and other organisations.
* Develop and deliver vibrant and imaginative annual and seasonal events and temporary exhibitions programmes.
* Coordinate the development, production and distribution of content for marketing and promotional materials for individual activities and project milestones including writing copy.
* Support the development of marketing strategy and stakeholder engagement and communications plans by the US Communications department with volunteers and third party suppliers.
* Support consultants, US colleagues and volunteers in producing material for the website and digital media.

VISITOR WELCOME

* Develop and schedule current and future heritage activities at Willesden Cemetery, making use of indoor and outdoor spaces and planning the visitor journey for all audiences and types of visit.
* Work with the Project Manager, consultants and contractors on the development of a Handover Plan following end of capital works.
* Work alongside US staff on daily management of heritage visitors and visitor facilities.

PROJECT MANAGEMENT AND FORWARD PLANNING

* Develop and maintain project timetables for all aspects of the work and regularly report to the Project Manager including on deviations from the programme or additional activities that may be needed.
* Manage the Activities budget and regularly provide updates to the Project Manager.
* Support the Project leader and Project Manager and other staff in planning the future sustainability of Willesden Cemetery and the continuation of heritage activities beyond the end of the three-year HLF project.
* Develop a meetings schedule for the Activities consultants and volunteer teams in delivering the programme, and hold and chair regular progress meetings with them.
* Attend regular meetings with the Project Manager, US project team, US Project Liaison team and others as required.
* Take responsibility in turn with staff colleagues for the content of meeting agendas and minutes.
* Take responsibility for timely processing and recording of invoices and payments for Activities work to third parties.
* Ensure accurate, timely and complete record-keeping and version control of documents, designs, images, media coverage, photography and all material generated in the development of the programme.
* Hand over all documents to the US at the end of the project.
* Any other duties commensurate with the post.

**PERSON SPECIFICATION**

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|  | **ESSENTIAL** | **DESIRABLE** |
| **Qualifications** | Educated to degree level in a relevant discipline or equivalent experience | Professional membership of any relevant bodies |
| **Experience & Knowledge** | Clear track record of effective and efficient planning and delivery of projects  Strong track record of Heritage Volunteering and Learning management and delivery  Strong track record of managing volunteers  Substantial experience working with community groups or projects  Demonstrable experience of working in multidisciplinary teams to deliver projects within time and budget constraints  Experience of management or supervisory role including managing budgets  Experience of working through partnerships  Experience of audience development | Experience of delivering an HLF-supported Activity Plan  Experience of setting up a volunteer scheme  Experience of setting up a Formal Learning programme  Experience of event management  Experience of delivering Interpretation in a related field  Experience of delivering marketing campaigns  Experience of running tendering procurement processes  Experience of setting up and managing partnerships |
| **Skills & Competencies** | Excellent planning and organising skills, able to set objectives and evaluate against them, refining the programmes you work on  Ability to work under pressure, to tight schedules and with frequently changing priorities  Ability to manage a diverse programme of responsibilities  Ability to project manage multiple contributions across workstreams being delivered by others  Ability to work independently and to judge when to flag issues or resolve an issue independently  Passion for engaging a diversity of people with history and the stories of the past and good understanding of how to create experiences which engage and inspire  Flexible approach to work including willingness to work Sundays to support volunteering and events as part of the role  Strong interpersonal and communication skills  Excellent ability to write clearly, with attention to detail, to summarise and produce publication-ready copy  Excellent numerical ability  Excellent people skills and an ability to motivate staff and volunteers  Ability to network and connect with stakeholders from a range of fields   Positive attitude, flexible, change-oriented and results-focused  Strong IT skills, a competent user of Word, Excel, email  Good understanding of issues relating to diversity, social inclusion and access. | Excellent presentation skills  Use of Microsoft Project project planning software  Competent in social media  An innovator who looks for ideas and inspiration beyond their area of expertise |
| **Quality & operational standards** | Ensure a high standard of work is produced  Personally demonstrate US values, build trust with all stakeholders, and proactively contribute to organisational success. |  |

**ENDS**