



Thackray Museum of Medicine (TMM) invites proposals for the following:

Content Developer

£6,000 for minimum 20 days (including expenses) November 2020 – March 2021

We are looking for someone experienced in developing compelling content for cultural organisations and working with different people and perspectives to co-create interpretation that brings arts, culture or heritage to life -unlocking new meaning and relevance and inspiring action. You will be a great communicator, with a passion for using digital to engage people with culture in new, exciting and challenging ways– and you will have the organisational and people skills to bring shared ideas to fruition.

Thanks to The Esmee Fairbairn Foundation via the MA *Sustaining Engagement with Collections* fund, we are able to deliver a new and exciting digital programme 2020/21: ‘Open wide - kick starting a digital learning programme’ . We would like to engage a consultant to help us to develop and deliver the following aspects of the project:

- Work with the museum’s team, communities and others to unlock the potential that digital content offers to tell diverse stories, inspire learning and social justice and ignite imaginations – particularly for children and young people studying different curriculum keystages
- lead on content planning and delivery, bringing together collections and audience research, digital asset planning, text writing and proofing.
- make sure all of the content produced for the project is inclusive and relevant – speaking to the experience and interest of diverse young people
- produce marketing copy and secondary material required for schools to precede or follow engaging with digital programme

The postholder will work in partnership with TMM staff and a consultant who will drive the project and guide technical development.

The Thackray Museum of Medicine is actively committed to promoting Equality, Inclusion and Diversity. We are a Disability Confident employer and welcome applications from all sections of the community.

Full brief available from: <https://thackraymuseum.co.uk/about-us/work-for-us/>

Deadline for proposals: 5pm 13.10.20 submitted to sue.mackay@thackraymuseum.org

Interviews: 20.10.20

Introduction to Thackray Museum of Medicine

We comprise collections, built heritage and a unique community. We're the UK's largest independent medical museum, in a Victorian workhouse infirmary, with a collection of over 60,000 objects, books and archives. The museum opened in 1997. Our collections focus on human response to disease and the human condition – the innovation, enterprise, technology and collective effort to make us all well, a focus on collaboration and shared responsibility for health that sets us aside from many more traditional medical museums. We are the only major medical museum in the North of England and the only museum in the east of Leeds, where very few other cultural organisations are based. We co-create collections and programmes with our diverse audiences ensuring that we reflect current issues in health and represent the diverse health cultures all around us.

As a cultural organisation our ability to engage people creatively and collaboratively makes us ideally placed to offer a first step on the journey to increased personal medical agency and healthcare careers. We offer a life-long learning programme welcoming 20,000 children and young people in education each year including a large number of secondary students.

Background to the project

TMM is redeveloping its building, displays and programme ready to relaunch in Autumn 2020. We are supported in this by NLHF, Wellcome and ACE via NPO status and many other generous funders. Programmes to deliver this capital project have been affected in many ways by the Covid-19 pandemic, including a new blended approach to delivering education, with a new emphasis on remote digital learning. This approach is essential in ensuring our programme remains current and competitive which is important as it provides an important revenue stream. Thanks to The Esmee Fairbairn Foundation via the MA Sustaining Engagement with Collections fund, we are able to develop a new and exciting digital programme 2020/21: 'Open wide - kick starting a digital learning programme'. This will allow us to create and pilot new digital assets, creating and presenting interactive 3D scans of Prince Albert's medicine chest and 360 tours of our immersive Victorian Street and Operating Theatre via our website, learning microsite and collections management system. Importantly it will also upskill and instil confidence in our current staff so that we can build on digital programmes in the future.

Scope of work:

- Work with the museum's team, communities and others to unlock the potential that digital content offers to tell diverse stories, inspire learning and social justice and ignite imaginations – particularly for children and young people studying different curriculum keystages
- lead on content research, planning and delivery, bringing together collections and audience research, digital asset planning, text writing and proofing.
- make sure all of the content produced for the project is inclusive and relevant – speaking to the experience and interest of diverse young people

- produce marketing copy and secondary material required for schools to precede or follow engaging with digital programme
- submit a short evaluative report on the project

TMM relationships

The consultant will report to Sue Mackay, Director of Collections and Programme
sue.mackay@thackraymuseum.org

Commissioner's Licence and Rights

The copyright in and the ownership of the research, content and assets produced will belong to Thackray Museum of Medicine, subject to the following licence of rights, in perpetuity.

TMM secures exclusive exhibition and distribution rights, commencing on delivery, of the assets.

Insurance & DBS

You are required to have your own employer and public liability insurance and hold a current DBS certificate. Insurance should cover multi-site working, including venues that are not Thackray Museum of Medicine. Please provide a copy of evidence of these prior to starting work.

Timescale

Timetable to be developed with TMM staff and Digital Learning Consultant to include 20 days minimum of Content Developer time. Completion of project must be by 15.03.2021

Fees and Expenses

To cover The Scope as described above and any travel or other expenses incurred: £6,000

Invoices should be presented to TMM at completion of 10 days and on delivery of the final evaluation report.

Proposal

Please submit a proposal to Sue.mackay@thackraymuseum.org siting referees and detailing:

- Your relevant experience
- Outline approach and delivery plan
- Proposed timetable

The Esmée Fairbairn Collections Fund is run by the Museums Association, funding projects that develop collections to achieve social impact. Since its launch in 2011, it has awarded 101 projects with grants totaling nearly £8.4 in 16 funding rounds. Between 2017 and 2019 it is offering a total of £3.5m in grants to Museums Association members, as well as providing events and resources for the whole sector.

www.museumsassociation.org/collections

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Collections
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