



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

**Digital Learning Consultant**

£12000 for minimum 40 days (including expenses) November 2020 – March 2021

We are looking for someone who combines great experience and technical knowledge creating successful digital assets and programmes for cultural organisations but who still retains a passion for engaging diverse audiences and curiosity for exploring new ways of working with them. You need to be able to patiently communicate technical detail to non-specialists and demonstrate excellent organisation and team-working skills. The postholder will work in partnership with TMM staff and a consultant who will generate content.

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:

- develop a detailed plan and drive delivery of the project
- advise on equipment, platforms and other digital recording and broadcasting media to fulfill project outputs and advise on how assets could be included in the education microsite, Collections Management System and website.
- Deliver pilot digital assets using 3D scanning and 360 tours and develop ideas for enhancing, interpreting, publicising and using them
- Develop evaluation of the programme with TMM staff and partner schools, including testing monetisation of the programme
- train staff in use of digital equipment and platforms
- work with staff to develop elements of a digital engagement plan

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](mailto:sue.mackay@thackraymuseum.org)

Interviews: 19.10.20



## **Brief for Digital Learning Consultant**

### **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. Occasionally

### **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 3D scans and 360 tours 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 works**

We would like to commission a consultant to:

- Help TMM staff to develop a detailed plan to complete the project;
- drive development of the project, timetabling meetings and the involvement of Content Development consultant and TMM staff
- advise on equipment, platforms and other digital recording and broadcasting media to fulfil project outputs and how assets could be included in the education microsite, CMS and website. Deliver pilot digital assets.
- work with staff and interpretation consultant to develop ideas for enhancing, interpreting, publicising and using 3D scans and 360 tours based on our digital engagement policy for a variety of student key stages
- Develop evaluation of the programme with TMM staff and partner schools, including testing monetisation of programme
- train staff in use of digital equipment and platforms for independent use in the future and in delivery of the programme, ensuring their confidence ...
- work with staff to develop elements of a digital engagement plan, building on learning from the project, advising on best practice and looking to other digital engagement ideas to test and develop
- submit a short evaluative report on the project

You will be experienced in developing successful and innovative digital assets and programmes for cultural organisations with a passion for using digital to engage people with culture in innovative ways. You need to be able to communicate technical detail to non specialists and demonstrate excellent organisation and team-working skills. The postholder will work in partnership with TMM staff and a consultant who will generate content.

### **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 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 Content Development consultant to include 40 days minimum of Digital Learning Consultant 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: £12,000

Invoices should be presented to TMM at completion of 10 days, 25 days and on delivery of the final evaluation report.

## **Proposal**

Please submit a proposal to [Sue.mackay@thackraymuseum.org](mailto:Sue.mackay@thackraymuseum.org) citing 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](http://www.museumsassociation.org/collections)



**Esmée  
Fairbairn  
Collections  
Fund**