

## Realising the Benefits of World Heritage to Local Communities 2 (RtB2): Project Manager – job description and person specification

<b>Job Title:</b>	<b>RtB2 Project Manager</b>
<b>Reports to:</b>	<b>World Heritage UK's General Manager</b>
<b>Location:</b>	<b>Home based, with potential travel to UK World Heritage Sites</b>
<b>Salary:</b>	<b>Starting salary, £35,000 pro rata</b>
<b>Job type:</b>	<b>Fixed-Term, 30 Months</b>
<b>Full/Part-time:</b>	<b>Part-time, 22.5 hours a week</b>

### **The employer - World Heritage UK:**

World Heritage UK (WHUK) is a registered charity established in 2015, that works with and on behalf of all the **UK's UNESCO World Heritage Sites (WHSs)**, across all four home nations and in four overseas territories, supporting the Sites and their managers through the organisation's many years of **strategic and operational World Heritage (WH) experience**. WHUK currently operates with a 0.6 FTE General Manager, a 0.1 FTE Financial Manager and 12 volunteer Trustees (all with past or current WH operations and charity management experience) and a volunteer President (one of the UK's leading experts on WH). WHUK is the only organisation entirely focused on WH in the UK. WHUK is a small charity, but it is one with a significant impact.

WHUK works towards a more just and sustainable society by supporting UNESCO's foundational aim of **'building peace in the minds of women and men'** and the UN **Sustainable Development Goals**. WHUK has skills and experience which support the Sites and their people to manage and conserve their Outstanding Universal Value (the characteristics that make them globally significant and the measures which sustain this significance in perpetuity). WHUK's work includes:

- **Advocating the importance and value of WH and the UK's WHSs** to a wide range of stakeholders from local communities to businesses and government, to build their appreciation and valuing of, and support for, WH as a national collection and as individual Sites
- **Sharing knowledge and providing training and networking** for all those involved in the active management of WHSs, and helping their communities to engage and participate with their WHSs
- **Promoting WH and WHSs** to multiple audiences: domestic (local and national) but also international; current and future; young and old; those engaged with heritage, and importantly to audiences new to cultural and natural heritage; to facilitate learning from the past, in order to build for the future; and to grow understanding, enjoyment and valuing of, and engagement with, WH

### **Overall Purpose of the Project:**

This project is a development from the first *Realising the Benefits of World Heritage to Local Communities* project funded by Historic England. While the original project identified the problems faced by the WH

sector in engaging communities, this second phase of RtB is designed to help WHUK and the wider sector in fully understanding who WHS communities are, and the challenges Sites and communities face in engaging wider and more diverse communities. Working with Sites, and their communities WHUK will co-create a sustainable platform in which to identify actions and solutions which will widen engagement and participation in WH.

Through this collaborative approach which will inform every element of the work, the primary purpose of this 2.5-year project is to ensure WHUK can **better support WHSs in the UK in engaging communities, growing audiences, enhancing community participation and growing a wider diversity of audiences and engagement within UK WHSs and the wider heritage sector.**

### Overall Purpose of the Role:

- Develop and improve relationships within the WH sector and communities
- Develop an ongoing platform for a network of professionals who work within the WH and community engagement field to come together to share and develop ideas and projects
- Develop digital resources
- Build a better understanding of who WH communities are now, and use developed toolkits to understand and update this in the future
- Increase community engagement within WHSs
- Increase implementation of better community engagement

### Key Accountabilities:

- Undertake a desktop audit of the users of WHSs, to include: defining the communities of interest and who key users are; what their motivations might be to engage with WH; what the barriers might be to engagement; and subsequently identifying who any non-users might be and what barriers they may experience that prevents engagement
- Identify a minimum of 20% of Sites, of differing characteristics, to undertake an in-depth audience profile, applying the desktop audit findings in practice
- Produce a way of reporting on the impact and value of community engagement in WH, which can be replicated annually and shared to all WHSs
- Develop a new way of capturing data from WHSs on community engagement to inform ongoing impact reports and create a baseline
- Create, or share, toolkits and examples of models of engagement for community engagement
- Create an online platform of resources that can be shared between all WHSs which might:
  - Highlight areas of exemplary practice in community engagement
  - Examples of projects
  - Template work
  - Evaluations of projects
- Create an evaluation toolkit to assess the needs and development of the WH sector in improving community engagement practice
- Re-establish a professional Learning & Engagement (L&E) Special Interest Group to bring together L&E professionals in WH, to facilitate inter-Site work and share best practice
- Deliver 4 L&E network events across the UK and in all 4 nations to promote and improve community engagement
- Oversee and manage project budget and report on KPIs

### Training and Development:

- Undertake a full Health & Safety induction; adhere to all Health & Safety policies and procedures, work safely (at home and remotely) and to report any potential hazards
- The safeguarding of the society's vulnerable is a WHUK priority and you will undertake regular safeguarding training. You will need to be aware of current safeguarding policies and procedures and be vigilant to their application
- You should expect to take part in regular learning and team-building work
- You will participate in a regular personal review programme, where you will discuss your personal development needs with your line manager and agree how it can be achieved

### Work Culture:

World Heritage UK is a place for everyone, and we are always aiming higher, aspiring to welcome and be representative of the community and sector in which we work and represent. We are a charity in which people are engaged and empowered to enable the World Heritage sector and the charity to develop and evolve.

World Heritage UK is committed to equality, diversity and inclusion for all its staff and volunteers. We are explicitly inclusive of all gender, race, sexual orientation, gender identity, religion or disability. Appointment will be subject to an enhanced Disclosure and Barring Service (DBS) check and References.

### Working Pattern:

- Flexible working can be agreed with some essential overlap with the General Manager's pattern of Monday to Wednesday. Some evening, bank holiday and weekend work may be required by prior agreement to deliver events and activities
- The post-holder will be expected to attend regular meetings of and liaise with the Project Management Board
- The post-holder will report to WHUK's General Manager, who is responsible for the delivery of Realising the Benefits 2 project

### Key Working Relationships include:

- 2 WHUK Trustees directly involved in the project (Project Management Board) including one who can act as a mentor
- WHUK's Board
- WHUK's Finance Manager
- Historic England's lead for the project
- Focal points of contact for WH in the UK nations and overseas territories
- WHS managers/coordinators and their communities, partners and stakeholders
- WH Learning & Engagement Special Interest Group

### Terms of Employment:

- Salary – £35000 pro-rata (£21000 pa)
- Hours – 22.5 hours per week (pattern to be agreed)
- Contract – Fixed Term
- Holidays – 28 days per year, including bank holidays (pro-rata for part-time)
- Pension – 3% employer contribution

### Applications:

To apply for this role, please submit your CV and a covering letter, outlining how you meet the role's requirements. If you have any questions regarding the recruitment process or for an informal discussion about the role contact WHUK's General Manager at [info@worldheritageuk.org](mailto:info@worldheritageuk.org).

The closing date for applications will be noon on **Friday 28<sup>th</sup> March 2025**. WHUK intend to shortlist applications w/c Monday 31<sup>st</sup> March. Interviews will take place on Monday 7<sup>th</sup> April 2025.

## Capabilities, Skills and Experience:

Requirements	Selection Method		
	Essential or Desirable	Score	Tested at Interview and/or Application Form
<b>Education/Qualifications/Knowledge</b>			
1.1 Educated to degree level in an appropriate heritage related field (or suitable equivalent experience)	E		Application Form
1.2 Advanced knowledge of data capture, data analysis and impact assessment in relationship to community engagement and audience development	E		Application Form
1.3 A good understanding of developing, delivering and interpreting primary and secondary research, including focus groups	E		Interview
1.4 Thorough knowledge of audience and community development, with a particular emphasis on participatory methodology and co-production	E		Interview
1.5 Knowledge of the World Heritage sector and UK World Heritage Sites	D		Application Form
<b>Experience</b>			
2.1 At least 3 years' experience in managing complex, multi-site, projects in the heritage sector	E		Application Form
2.2 Extensive experience of engagement in and with diverse communities, in community-based settings, empowering community to have a voice and influence direction	E		Application Form
2.3. Experience of producing community and audience evaluation and impact assessments	E		Application Form
2.4 Experience of managing external contractors/suppliers and budgets	D		Application Form
2.5 Experience using social media in a professional capacity to encourage community engagement	D		Interview
2.6 Experience of managing essential health and safety, risk assessments and safeguarding, for community engagement work	D		Interview
2.7. Experience of planning and co-producing community projects and seeking community input to development of ideas.	E		Application form
<b>Skills and Abilities</b>			
3.1 Excellent communication skills, particularly in developing networks and partnerships at both a community and senior level	E		Interview
3.2 Good project management and organisational skills	E		Interview
3.3 Ability to present complex ideas confidently and succinctly to diverse groups adapting delivery to diverse audiences	E		Interview
3.4 Able to work under pressure, show initiative and be able to prioritise their own workload (a self- motivator)	E		Interview
3.5 Experience of building meaningful professional and community relationships with excellent negotiation and persuasive skills to influence	E		Interview
3.6 Has good leadership skills and the ability to lead others in a vision	D		Interview
3.7 Ability to think and act strategically	D		Interview
3.8 Ability to use standard software, including Excel, Word, Outlook and website CMS such as WordPress with confidence	E		Interview

<b>Personal Attributes</b>			
4.1 Good interpersonal communication skills	<b>D</b>		Interview
4.2 Ability to effectively engage with and influence a wide range of stakeholders	<b>E</b>		Interview
4.3 To be a key team player	<b>E</b>		Interview
4.4 Creative and innovative	<b>E</b>		Interview
<b>Circumstances</b>			
5.1 Must be flexible and prepared to work outside normal office hours	<b>E</b>		Application Form
<b>Total Shortlisting Score</b>			

Supported by



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