



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

### **Recruitment for HLF-funded heritage project at Willesden Cemetery 2018-21 Programme Manager, “House of Life”**

#### **Background**

The United Synagogue (US), the UK’s largest synagogue body, is embarking on 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 wants 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.

A three-year 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:** Programme Manager, “House of Life”, Willesden Cemetery

**WORKING HOURS:** Full-time, 3 years fixed term from mid 2018. 6-month probationary period

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

**SALARY:** £36,000. 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.  
Childcare Vouchers, Auto-Enrolment Pension

### **MAIN PURPOSE OF JOB**

The Programme Manager will deliver a programme of activities, interpretation and public engagement at Willesden Cemetery. The post-holder will be responsible for developing and carrying out all aspects of the programme including the introduction and running of interpretation, learning, volunteering, events and activities for the “House of Life”. S/he will work to create a great visitor welcome, develop audiences, build partnerships, engage local communities and raise awareness and profile. Will set up and manage teams of volunteers; coordinate delivery of projects including interpretive media and cataloguing and recording collections; curate, stage and promote events and exhibitions; and maintain records including evidence for evaluation purposes.

### **POSITION IN ORGANISATION**

Reports to the Project Leader, “House of Life”. The Programme Manager will be part of a small team including a Capital Works Manager and an Administrator, and work closely with consultants, volunteers and other United Synagogue departments including US Burial staff.

### **SCOPE OF JOB**

This is an exciting and multi-layered role for a professional with experience in delivering interpretation and formal learning, working productively with volunteers and staff colleagues and managing creative community projects.

The Programme Manager will successfully deliver the Activity Plan and Interpretation Plan during the three year HLF-supported project and make a significant contribution to setting up a robust forward plan for heritage activities at the cemetery to continue beyond 2021.

The Programme Manager will be responsible for implementing the Activity and Interpretation plans and establishing strong partnerships with other organisations.

The Programme Manager will maintain and develop relationships with heritage visitors from a wide range of backgrounds; existing cemetery users; members of the United Synagogue; staff and senior management and partner organisations.

## DUTIES & RESPONSIBILITIES

- Project manage and deliver the programme and projects set out in the Activity Plan and Interpretation Plan to scope, time and budget.
- Prepare and run tender procurement processes to recruit consultants and third-party suppliers in line with legislation and HLF requirements. Manage the appointment and contracting of professional team and suppliers.
- Act as day-to-day client and coordinator of the project delivery by third parties engaged under the Activity and Interpretation plans and monitor their performance according to the terms of their appointments/contracts.
- Coordinate the commissioning, design, build and installation of interpretive, learning, digital and other resources under the Activity and Interpretation plans.
- With the assistance of the Administrator and volunteer team leaders, recruit volunteers, establish volunteer teams and manage volunteer training programmes. Set standards for volunteers' work, oversee their resourcing and support of the programme, and ensure volunteer involvement is sustainable.
- Grow visitor numbers from audiences across Jewish community, local, London and international target groups as outlined in the Activity Plan.
- Deliver community engagement, learning and outreach activities, assisted by volunteers and others.
- Develop partnerships with schools, Jewish community and other organisations.
- Develop and deliver vibrant and imaginative annual and seasonal events and temporary exhibitions programmes.
- With US and volunteer assistance, manage and deliver a marketing and PR programme for key stakeholders and the wider public, building and maintaining a high profile for the cemetery as a heritage visitor destination.
- Collaborate with the project team and US departments on all aspects of the Activity and Interpretation plans that affect the development and implementation of capital works and the Management and Maintenance plans, and vice versa. Modify own work accordingly and direct any changes to consultants' and volunteers' work as required.
- Work alongside US and Willesden cemetery staff on daily management of heritage visitors and visitor facilities.
- Develop a meetings schedule for the Activities consultants and volunteer teams in delivering all aspects of the programme, and hold and chair regular progress meetings with them.
- Attend regular meetings with the US project team as required.
- Take responsibility for content of meeting agendas and minutes.
- 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.
- Manage the delivery budget and cost reporting to the Project Leader and US Director of Finance for the Activities and Interpretation programme. Develop and maintain project timetables and monthly reports on progress, budget, risks and forward planning. Regularly report to the Project Leader including on any deviation from the programme or additional activities that may be required.
- Contribute updates to the project's Risk Register and Lessons Learned Log
- Produce an evaluation strategy, working with an evaluation consultant, and contribute to the monitoring process throughout the project.

- Work with the Project Leader, US Burial and other departments to plan the future sustainability of Willesden Cemetery and the continuation of heritage activities beyond the end of the three-year HLF project.
- Hand over all documents to the US at the end of the project
- Any other duties commensurate with the post

## PERSON SPECIFICATION

### 1. QUALIFICATIONS AND EXPERIENCE ESSENTIAL

- Educated to degree level or with equivalent work experience.
- Substantial experience of project management and leadership.
- Evidence of managing and delivering a programme to scope, time and budget.
- Experience of managing a budget and exercising cost control.
- Track record of delivering interpretation and formal learning projects.
- Experience of managing consultants.
- Experience of managing projects with diverse community groups.
- Experience of line managing and working with diverse volunteers.
- Experience of and knowledge of customer relationship management and marketing.
- Experience of developing productive partnerships.
- Experience of public engagement and community outreach.
- Experience of managing public events.
- Experience of delivering monitoring and evaluation.
- Experience as a proactive team member taking on a wide variety of tasks, contributing to the success of wider team, project and organisational goals.
- Experience of working in a small team of specialists.

### DESIRABLE

- Experience of HLF-supported heritage projects.
- Experience of managing a project of comparable scale and complexity as the “House of Life”.
- Understanding of orthodox Jewish practice and custom.
- Experience of running public engagement and marketing campaigns.
- Passion for history and heritage.

### 2. SKILLS

- Thrives in deadline-driven complex projects, leads others to do the same.
- Creative thinker, inspires the confidence of others and sparks their creativity.
- Resolves creative challenges collaboratively and with discernment.
- Organised multi-tasker, managing several workstreams at a time.
- Substantial IT proficiency including Excel, databases, project planning software and social media; at ease setting up team processes and trouble-shooting.
- Excellent verbal and written communication skills.
- Financially literate, able to work with budgets, forecasts, cost reports, invoices.
- Proactive in identifying opportunities for own professional development.
- Able to set best practice standards for self and others.
- Forward thinker and problem-solver, flags issues and judges appropriately when to seek help or take independent action.
- Able to get the best from working with people of all backgrounds and abilities.
- Good understanding of issues relating to diversity, social inclusion and access.

### 3. **QUALITY AND OPERATIONAL STANDARDS**

- Ensure that work produced is of a high standard and meets key performance indicators.
- Build the credibility of United Synagogue to empower staff and managers to fulfil their roles effectively.
- Share with others and within US and communicate success stories.
- Personally demonstrate the organisation's values building trust with United Synagogue staff and members, the professional team, wider community and volunteers, and proactively contributing to the organisation's success.

**ENDS**