



Accentuate Curating for Change Brief for Digital Content Editor

Purpose of the role

We are pleased to offer an exciting opportunity to work with Screen South's Accentuate Programme as Digital Content Editor, supporting the digital communication activities and digital outputs for their ground-breaking **Curating for Change** project.

This is a critical role to ensure that this nationally significant programme receives the public attention it deserves, and all digital outputs are fit for purpose and accessible to all.

This freelance role will play a critical role in developing the profile of the programme, and delivering and managing consistency and quality control across the following digital outputs from the Curating for Change Project:

- Project website
- Social media
- Newsletter

Background to the Project

Accentuate challenges perceptions of disability by providing life-changing opportunities for D/deaf, disabled and neurodivergent people to participate and lead within the cultural sector. Accentuate is one of Screen South's portfolio of programmes. Screen South is a Folkestone-based cultural development agency, with digital creativity at its heart.

We have been awarded a National Lottery Heritage Fund grant to deliver Curating for Change. The Project tackles the serious under-representation of D/deaf, disabled and neurodivergent people in the museum workforce, their collections and audiences, through the creation of eight Curatorial Fellowships and eight Curatorial Traineeships for disabled people at Partner Museums across England.

Fellows and Trainees are gaining the experience, training and qualifications they need to kick start or progress their Curatorial careers, ensuring that those with lived experience of disability are at the heart of museum research and interpretation. Fellows are also working with communities to research hidden disability history stories and will soon begin to share these through highly accessible public-facing outputs; including exhibitions, events and digital products.

The lessons from the project will be shared with the museum and heritage sector more widely, with the aim of bringing about a sea-change in the way museums recruit and support D/deaf, disabled and neurodivergent staff, work collaborative with their local communities, collect objects, and share authentic and relevant stories relating to disability history.

The growth of digital technologies in museums, both in collections management and engagement, has been accelerated by the impact of Covid-19, with organisations seeking to develop increasingly sophisticated online interpretation and collections access tools for remote audiences. This has led to increased opportunities for D/deaf, disabled and neurodivergent people, and particularly those who have been shielding, to engage from home during the pandemic. The ever-increasing importance of digital will be reflected in our programme; we are equipping Fellows and Trainees with the digital skills they will need to be successful future Curators but also build on the potential for digital to transform the way D/deaf, disabled and neurodivergent audiences engage with museums.



We have all eight Fellowships now in role and moving towards engaging local communities with host museum collections and planning their final project outputs.

Role description

The Digital Content Editor will be overseen by the Head of Accentuate and will work closely with the Curating for Change Project Manager to ensure consistency, high quality, and full accessibility and that the widest number of people are aware of and engaged with the programme. They will undertake the following specific tasks:

- Work with the Curating for Change team and The Museum Platform (the web developers), to support the ongoing design and population of the curatingforchange.org website.
- Set up a newsletter, create and co-ordinate regular content for this and manage distribution.
- Continue and build on a marketing programme to attract the public, as well as a second newsletter or communication channel for the museum sector.
- Help promote opportunities to get involved in the project.
- Edit and give feedback as necessary on content from the Curating for Change team, suppliers, partners and Fellows and Trainees.
- Support Fellows in writing blogs for the website.
- Support building collections database using The Museum Platform software, focusing on disability history artefacts.
- Write engagingly about the project as a whole.
- Manage a social media presence on agreed channels; probably Facebook, Twitter and Instagram.
- Promote exhibitions, workshops and other public facing events.
- Act as an additional knowledge bank on digital good practice – including keeping an eye across the museum sector, and the projects such as VISTA-AR and the Nesta working from home research, to make sure of new information that becomes available mid-project.
- To have a broad technical understanding of different digital media outputs, including their potential and limits.
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- Advise the Curating for Change team on an ongoing basis.
- Maintain focus on the audience and particularly on access.

This person will have experience in heritage/cultural sector production and a broad range of understanding of digital media. They will be used to working with project teams and preferably with disabled people and will therefore be a skilled communicator.

This person will have responsibility for the overall content quality and be able to control how content is disseminated across platforms and sites as well as need a broad technical understanding of the digital requirements of the project.



A summary of the other roles in the production of digital media for the project are:

Screen South	The MD has ultimate sign off on all digital outputs.
Accentuate project team	The project team: Head of Accentuate and Curating for Change Project Manager. Main role in client-side project management and quality control.
Partner Museums	Work with Fellows and Trainees to develop and deliver public-facing digital outputs, both online and on the museum floor, with a view to any films and audio used onsite to also be included in the project website.
Fellows and Trainees	Work with Partner Museums to develop and deliver public-facing digital outputs, both online and on the museum floor.
Disability Heritage Co-production groups	Groups established at each Partner Museum, made up of D/deaf, disabled and neurodivergent people from the local community. Will work with Partner Museums and Fellows to test the use of digital technologies in engaging audiences with disability history stories.
Brand designer	The project brand to be reused across the project. The brand designer has set the visual style of the project and created brand guidelines to pin down the look and feel of the project. The design and brand will be applied project wide and will be integrated within any exhibitions and displays as well as reflected within the website and design of all associated elements.

Fee and Timescale

The total fee for the role is **£8000** (+VAT if applicable) to cover all costs.

The role will run from March 2023 to March 2024. The suggested day breakdown is approximately 6 days per quarter.

We anticipate that payment will be made quarterly at a rate of £2000 (+VAT if applicable) per quarter. The total fee available is £8000 (+VAT if applicable).

A full timetable of work will be developed with the successful applicant and final agreement of a payment schedule will be based upon this.

Application process

Please send a CV with covering letter in which you outline how you would address the brief. Please ensure that you have read and understood the Digital Strategy (provided) as this forms the core document for the development of all digital elements. Please provide examples of previous experience where you have produced content for websites, newsletters and social media campaigns, you methodology and full costing of your time.

Alternatively, you can apply via creating a short film. Please cover the following questions:

1. How you fit the brief including examples of previous experience of creating content for and editing material for websites and newsletters.
2. Your experience in leading social media campaigns.



3. Any experience you have in supporting others to write blogs or create copy for websites.
4. Any previous experience of working with disabled people.
5. Your wider digital experience and knowledge, such as awareness of innovation in museums or interpretation.
6. A full methodology of how you expect to work with us and associated costing for this.

Please also include your contact information in your covering e-mail.

Before appointment the successful candidate will be required to provide two referees.

You will also need your own professional indemnity insurance or liability insurance and have a current DBS.

Applications should be made electronically, and sent to:

For the attention of Esther Fox., Head of the Accentuate Programme.

E-mail: cfc@accentuateuk.org

Alternatively, you can telephone or e-mail to discuss any questions you might have about the application process.

Tel: 01303 259777

Deadline for applications: Monday 6 March 2023 at 5pm

Interviews TBC